

# 1958 COMPETITION

## DRUG STORE—LOAN COMPANY—SHOE STORE

### DESIGN THE ELECTRIC SIGN OR SIGNS FOR THIS STORE

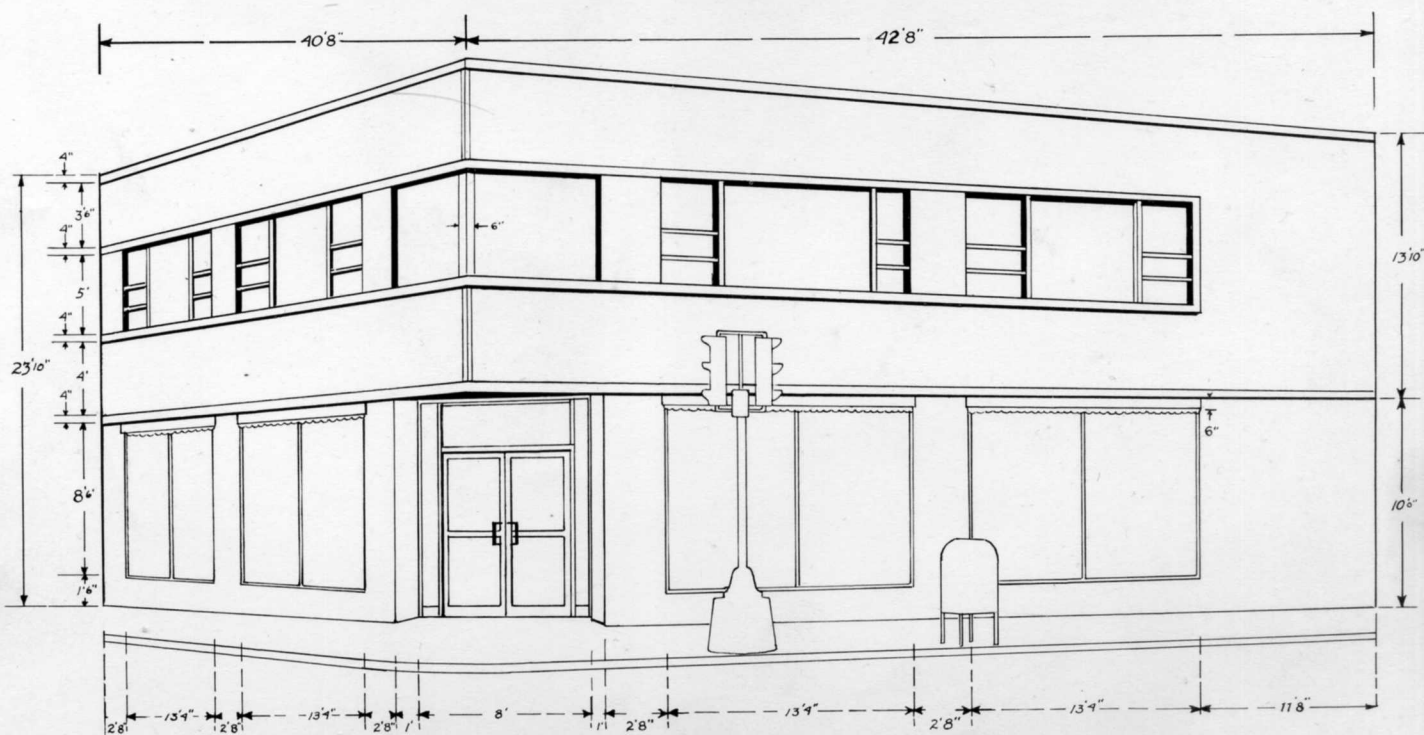
This building is located on the northwest corner of the intersection of two main streets in the central business district of a Midwestern city with approximately 75,000 population. The city has a number of small manufacturing plants and is the main trading center of the surrounding rural area for a radius of about 50 miles.

There are traffic signals on all four corners and both vehicular and pedestrian traffic is heavy in all directions. To the left of the building in the photo is a two-story bank and to the right a furniture store three floors high. On the corner diagonally across is a drug store and the block in both directions contains a variety of retail stores, including one motion picture theatre and a shoe store.

The building shown in the photo has just been modernized but the store tenant has not moved in. The new face is polished "granux," light gray in color on the second floor and a reddish-brown color on the street level. The



second floor is occupied by a credit bureau office with entrance at the left end of the building. There are no restrictions on location of signs on the building, but the local ordinance limits projecting signs to six feet from the building face and ten feet above the sidewalk, which is 10 feet wide from building to curb. Building walls are common brick and floor and roof joists are steel I-beams supported on round steel columns.



## First Prize

H. NELSON MacDONALD

Neon Sales & Service Ltd., Calgary, Alta., Canada



### SPECIFICATIONS

**DISPLAY DIMENSIONS:** The Fascia type displays on both walls are identical in size and material. Overall length, 32 feet; overall height, 3½ feet.

**LETTER DETAIL:** "Thomas" is a raised sheet metal script type letter. The letters vary from 30 to 12 inches in size with a depth of 8 inches. There is a 2-inch recession in the letter face to contain the 60 ma. green fluorescent double tube illumination. "Drugs" is a raised sheet metal block type letter. The letters are 30 inches in size with a depth of 8 inches at the point where the letters project below the plastic cubes which have a total depth of 6 inches. The portion of the letter that is on the plastic cube has a depth of 2 inches which is the amount of channel recession that contains the 60 ma. green fluorescent double tube illumination.

**PLASTIC CUBE DETAILS:** The plastic cubes in back of the word "Drugs" are 37 inches long, 29

inches wide and 6 inches in depth. Each cube (10) is illuminated by 4 fluorescent lamps 3 feet in length with instant start cold weather ballasts. The plastic cube which contains a stylized symbol of a mortar and pestle in adhered colored plastic is 25 inches in length, 24 inches in width and 6 inches in depth. These cubes (2) are illuminated by 4 fluorescent lamps 2 feet in length, with instant start cold weather ballasts.

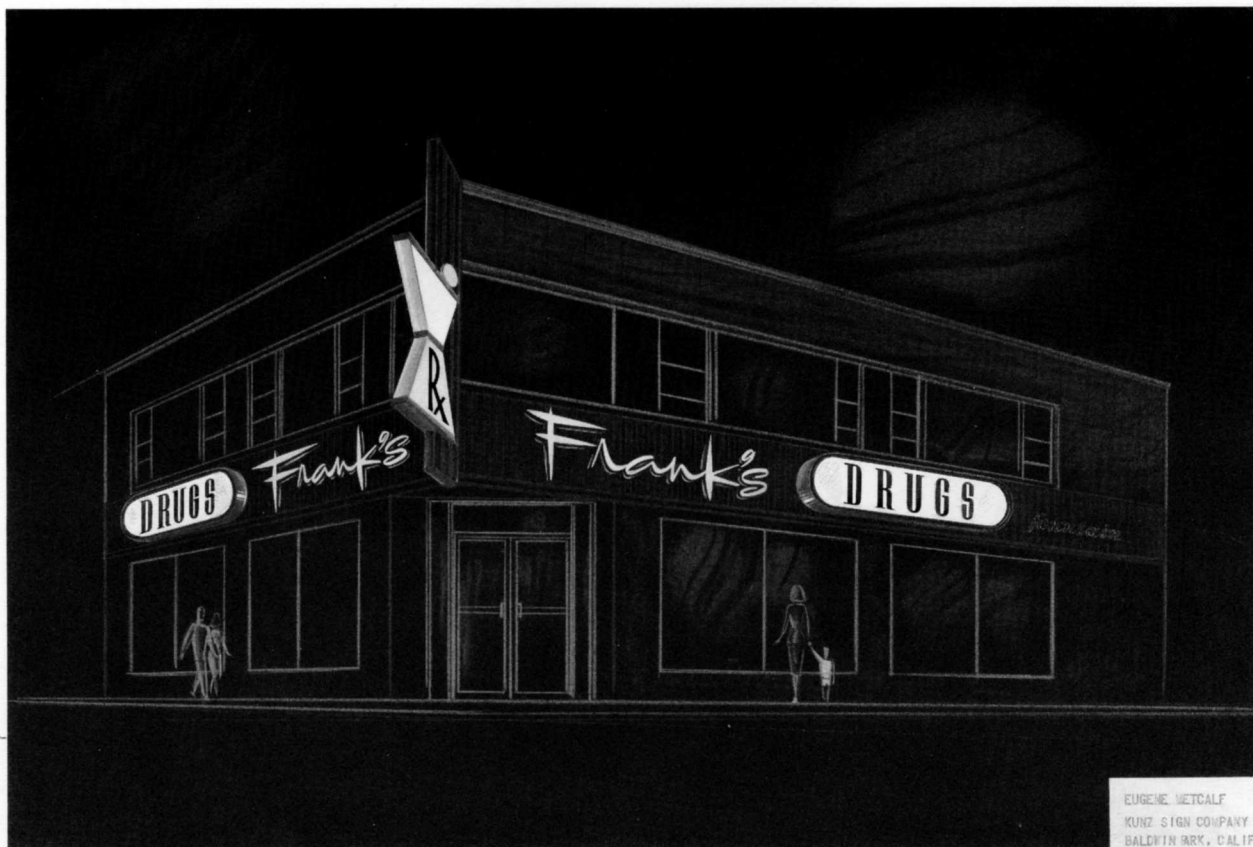
**INSTALLATION LOCATION:** These two fascia displays will be installed with the extreme ends of both displays 3 feet 4 inches from the corner of the building and 3 feet 4 inches from the end of the last window on the ground floor. This will have the displays centered between the building corner and the end of the far window thus leaving a "Granux" panel at each end clear. The top of the display is installed snug against the bottom of the 4 inch lip below the second story windows.



## Second Prize

EUGENE METCALF, art director

Kunz Sign Co., Baldwin Park, California



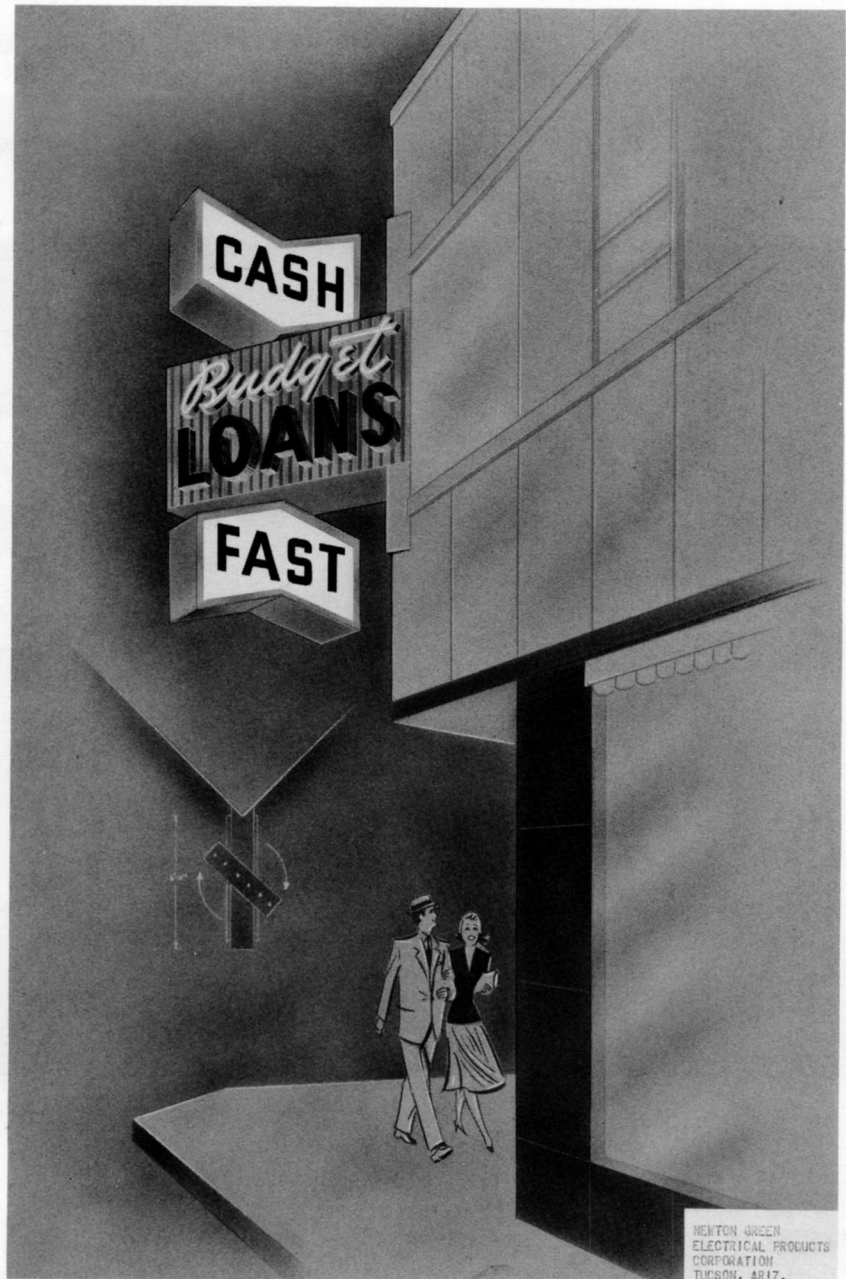
### SPECIFICATIONS

Mortar is 8 feet tall decorated with gold leaf bands 16 inches from top and bottom and at center. "Rx" is in flat black plastic  $\frac{1}{8}$  inch thick. Mortar and pestle are plastic, top half of mortar is waffle pattern white, interiorly illuminated with white neon, and bottom half and pestle are cream plastic, plain face, edges painted to match plastic colors. Metal decking behind mortar and pestle is 4 and 2 inch dark brown, 14 feet tall by 6 inches deep. "Frank's" section extends  $42\frac{3}{4}$  by 4 feet with metal decking same as on vertical behind mortar and pestle. "Frank's" letters range

from 4 feet to 14 inches tall and are  $2\frac{1}{2}$  inches deep, illuminated by double tubes of turquoise neon installed within channels, which are painted turquoise inside and dark brown outside. "Drugs" section measures 13 by 3 feet with white plastic waffle pattern background interiorly illuminated by white neon grid. Section is 8 inches in front of face of decking. Letters are  $\frac{1}{4}$  inch flat black plastic. Metal edging is gold leaf, 3 by 10 inches. "Fountains" letters are 18 and 6 inches tall and 2 inches deep painted white. Illumination is by rose neon in channels.

## Third Prize

**NEWTON GREEN**  
*Electrical Products Corporation*  
 Tucson, Ariz.



### SPECIFICATIONS

**CENTER PANEL:** O A D 3 1/2 by 6 1/2 feet faced with alumilited aluminum decking.

**"BUDGET":** 8 to 17-inch stainless steel pan channel letters with single tube turquoise 15 mm. 60 ma.

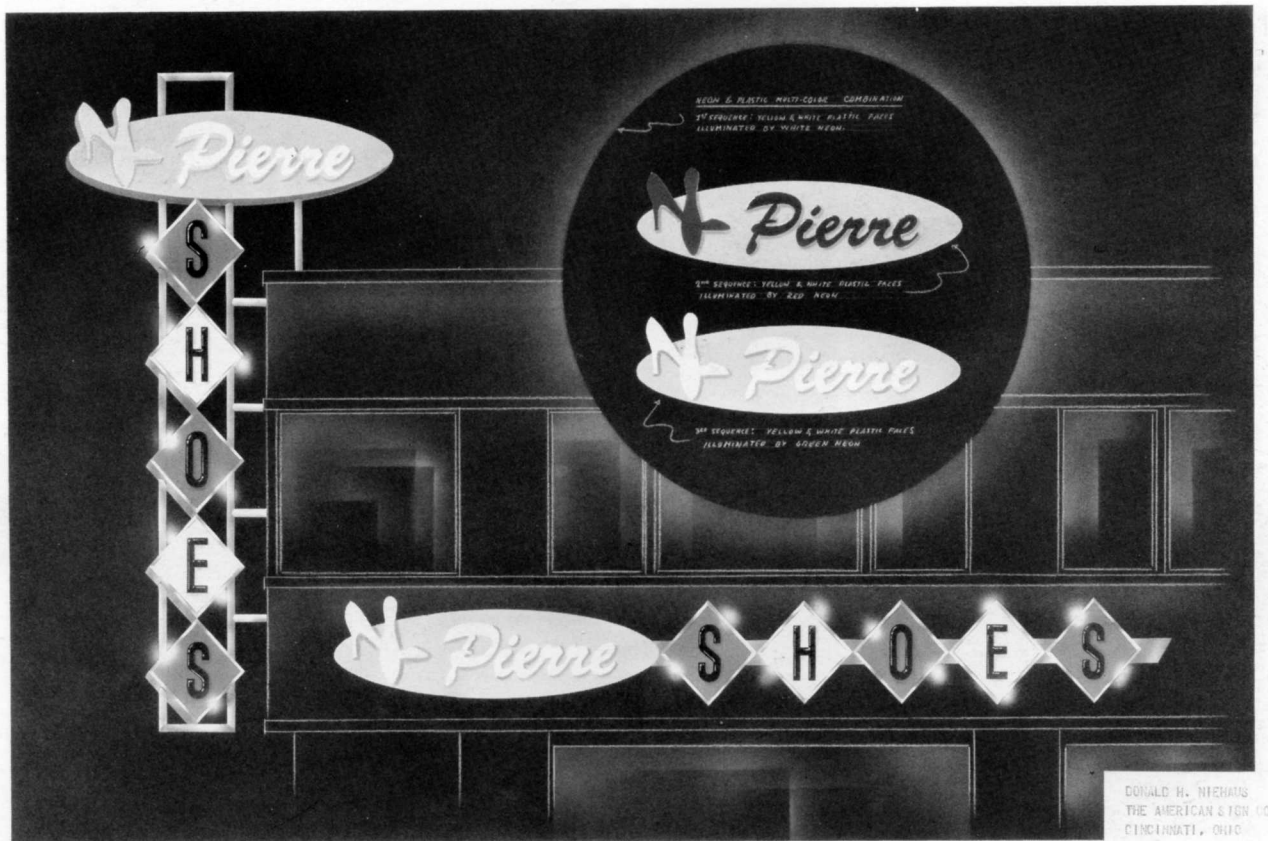
**"LOANS"** 18-inch stainless steel pan channel letters with double tube red non fluorescent neon

15 mm. 60 ma. Both "Budget" and "Loans" are sprayed white inside. Mounting strip-sheet metal painted to match wall. Top and bottom panels to revolve simultaneously. O A D 30 by 48-inch white plastic faces with words "Cash" and "Fast" 12-inch flat cut out black plastic. Each panel internally illuminated with six 24-inch slimline T-12 tubes. Flange and filler—alumilited aluminum. Opposite side to read "Fast" and "Cash."

## Fourth Prize (Tie)

DONALD H. NIEHAUS

The American Sign Co., Cincinnati, Ohio



### SPECIFICATIONS

Double faced vertical unit is 20 feet high and is composed of a 2 foot by 8 foot oval panel and six (6) 2 foot 2 inch by 2 foot 2 inch panels mounted in a diamond pattern. Panels are connected by a 3-inch pipe painted light grey. Panels are flat pigmented plastic with 20-inch formed plastic letters. Panel frames and spreader are stainless steel. Each panel is interior illuminated by three (3) 24-inch fluorescent tubes mounted parallel to the panel sides. The oval panel is turquoise porcelain enameled metal. The "shoe design" and name "Pierre"

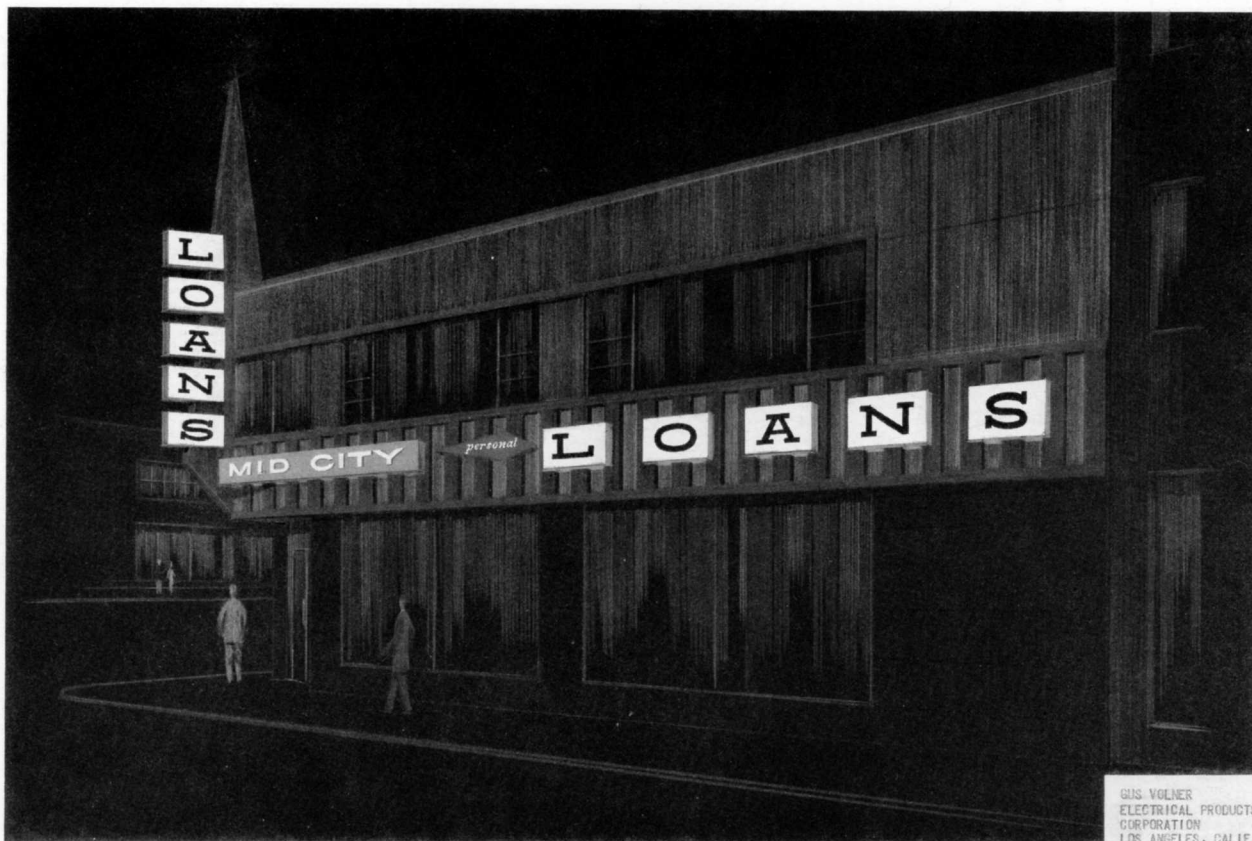
are fabricated yellow and white plastic interior illuminated by grids of neon tubing in colors of white, green, and red. The grids of each color of neon flash separately providing a neon and plastic multicolor sequence. The script name "Pierre" is in 12 to 24-inch letters. Horizontal unit is 25 feet 8 inches in length and is composed of the same elements as the vertical unit. The diamond panels are mounted on a 9-inch stainless steel raceway. Horizontal unit is the same for both sides of the building.



## Fourth Prize (Tie)

GUS VOLNER

*Electrical Products Corp., Los Angeles, Calif.*



### SPECIFICATIONS

Single face horizontal display each side of the building and a double face display at 45 degrees to the corner of the building. The moulding at the bottom of the second story windows is extended to the end of the building on the longer side to form a 42 foot 8 inch by 4 foot panel. Reversed sheet metal "pans" approximately 9½ inches by 4 feet and the same depth as the existing moulding are applied vertically in the panel and are spaced approximately 9½ inches apart. The sheet metal pans are painted to match the horizontal moulding and are notched out around the sign cabinets. The copy "Mid-City" is 12 inch channel double tube turquoise fluorescent on a 12½ foot by 1 foot 8 inch cabinet which joins the vertical pylon at the corner.

The diamond shaped sign cabinet is 5½ feet by 1 foot 4 inches and has 6 and 4 inch flush copy

"personal" with single tube canary yellow fluorescent. The individual blocks with the copy "loans" are 3 feet 2 inches by 2 feet and have white plastic faces indirectly illuminated by slimline lamps. The copy "Loans" is in 16 inch flat cut-out red plastic. The shorter side of the building is treated in the same manner except the "pans" are slightly closer together to compensate for the shorter length. The "Mid-City" cabinet joins the pylon at the corner. The pylon at 45 degrees to the building corner is 25 feet high and projects approximately 3 feet. The white plastic faced blocks on the pylon are 3½ feet by 2 feet and are indirectly illuminated by slimline lamps. The copy "Loans" is 16 inch flat cut-out red plastic. The pylon extends back over the roof and conceals the supporting structure. All cabinets are standard construction for metal and plastic faces.

## Honorable Mention

ROBERT BARNETT

*Robert Barnett Advertising Designs, Los Angeles, Calif.*



ROBERT BARNETT  
GRAPHIC DESIGNS  
LOS ANGELES, CALIF.

### SPECIFICATIONS

**MARQUEE AND FASCIA**, 8 by 10 feet. Metal canopy over entrance projects 6 feet from building and 4 feet into store. Underside is embossed textured waffle plate sheeting painted gold, with 3 spot floods lighting store entrance. Blue plastic letters applied on white plastic face of canopy, interior illuminated with slimline lamp.

**CORNER PYLON**, 4 by 4 feet. Mortar and pestle, metal cabinet with grid of midnight blue tubing on 4 foot centers with washing action from bottom to top. "Rx", 3 feet tall, metal channel letters with two steady burning white tubes. "Stewart" 4 by 12 feet D.F. interior illuminated cabinet with metallic gold edges, has black cutout plastic letters applied on yellow plastic face. Vertical F.P. lines between letters are metallic gold.

**"DRUGS,"** Five double face 2 by 3½ feet interior illuminated white plastic faced cabinets with

white F.P. edges and blue plastic letters on face. "D" "R" "U" "G" "S" spelled out in sequence.

**"PRESCRIPTION"** panel, 15 inches high by 3½ feet wide. Double face interior illuminated metallic-gold edged cabinet with yellow plastic face and black F.P. letters. Supporting members of standard pipe or standard "I" beams with flush metal square covering finished in charcoal grey.

**"FOUNTAIN GRILL,"** caps 2½ feet high, lower-case 1¼ feet high. Two sets of script channel letters with double gold tubing. Horizontal aluminum louvres running across existing windows on second level.

**"FAMILY ADJUSTMENT BUREAU"** at left of canopy has three 1 by 4 feet interior illuminated double face cabinets with orange and white plastic faces.

## Honorable Mention

F. A. DUNLAP

Wallace Neon Limited, Vancouver, B. C., Canada



F. A. DUNLAP  
WALLACE NEON LIMITED  
VANCOUVER, B.C., CAN.

### SPECIFICATIONS

Design chosen primarily for ease of construction and erection, has clean lines and crisp blue and white coloring appropriate to the pharmacy business. Design takes full advantage of pedestrian and vehicular traffic and harmonizes with the clean, straight lines of building. Entirely functional, it represents a practical relation to the size of the building and type of business.

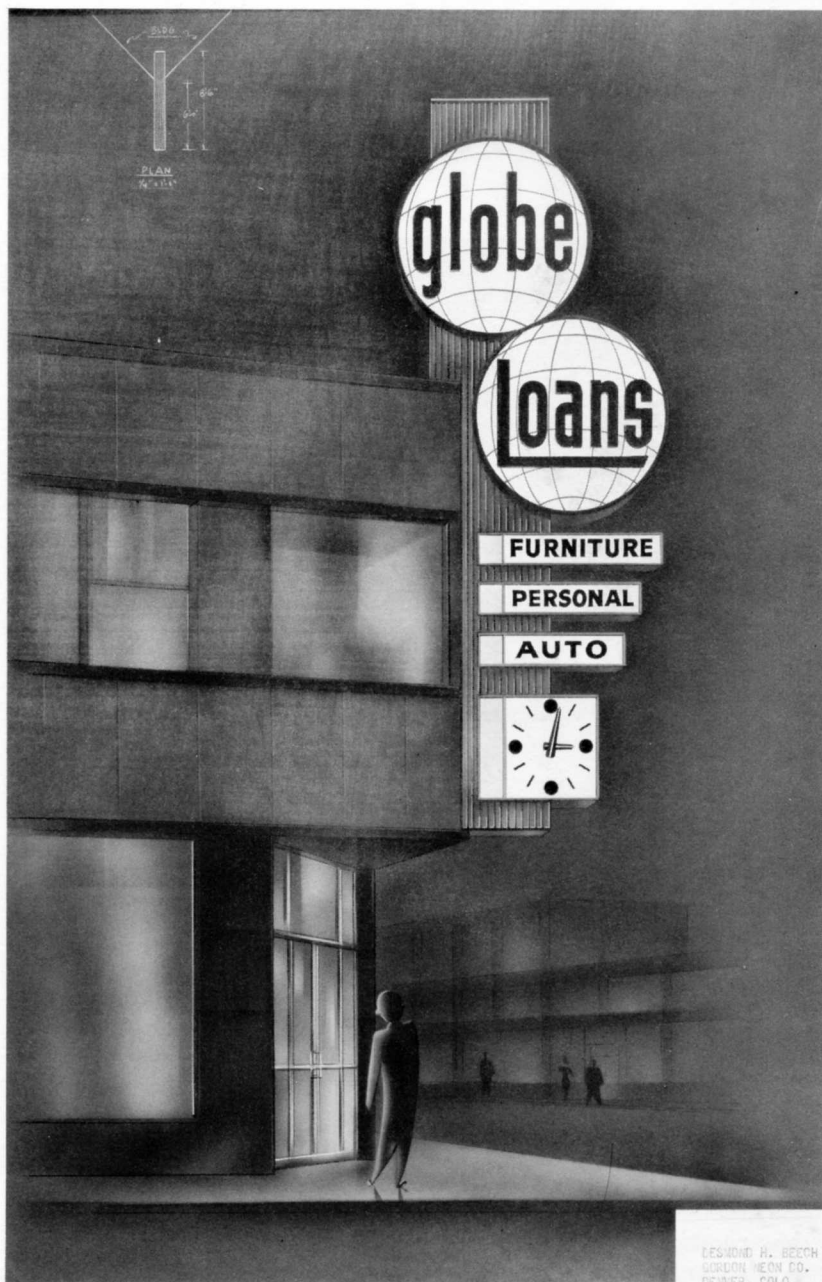
Fascia Sign on right, 38 feet 3 inches by 3 feet 3 inches overall. "SIMMS," 26 inch black translucent plastic letters on white translucent faced cabinets 36 inches by 24 inches by 6 inches, interior illuminated by grid of white tubing. "DRUGS," 27 inches to 15 inches built-up 4 inch metal letters with double 120 ma. blue tub-

ing. Complete sign mounted on 9 inch transformer raceway adjoined to canopy. Fascia sign on left, same construction, but 33 feet 3 inches overall.

Mortar and Pestle, 6 feet 10 inches high, 5 feet in diameter, made of sheet metal, has 34 white 60 ma. tubes on 6 inch centers, flashing in chasing action to give revolving effect. Mortar tapers from 5 feet to 26 inches three feet from top and flares to 3 feet diameter at bottom. Pestle is 22 inches above Mortar and is illuminated by floodlight in Mortar.

Stainless steel edged canopy projects 6 feet, and the base across corner tapers from 12 feet at back to 12 inches at front. Recessed spotlights illuminate store entrance.





DESIGNED BY H. BEECH  
GORDON NEON CO.  
DENVER, COLO.

## Honorable Mention

DESMOND H. BEECH

*Gordon Neon Company, Denver, Colo.*

### SPECIFICATIONS

Double faced vertical display 22 by 8½ feet; "Globes" 6 feet in diameter white flat plastic; letters—red plastic 36 to 24 inches high, slimline illuminated. Three (yellow and white) flat plastic

panels 5½ inches by 1 foot to 4½ inches by 1 foot; letters—6 inch black plastic, slimline illuminated; clock has 36 inch dial, slimline illuminated. Vertical shaft has metal decking.

## Honorable Mention

E. A. BLANEY

*Electrical Products Corp., Los Angeles, Calif.*



E. A. BLANEY  
ELECTRICAL PRODUCTS  
CORPORATION  
LOS ANGELES, CALIF.

### SPECIFICATIONS

**VERTICAL DISPLAY SPECIFICATIONS:** (One only required). Overall dimensions  $2\frac{1}{2}$  by  $2\frac{1}{2}$  by 12 feet, four-faced revolving display. Construction is 22 gauge sheet metal, finished in baked enamel, erected on 45 degree angle from building corner. "Coast"—20 inch pan channel letters, illuminated in double tube turquoise fluorescent, 60 ma.; "Loans"—20 inch pan channel letters, illuminated double tube red neon-fluorescent, 60 ma.

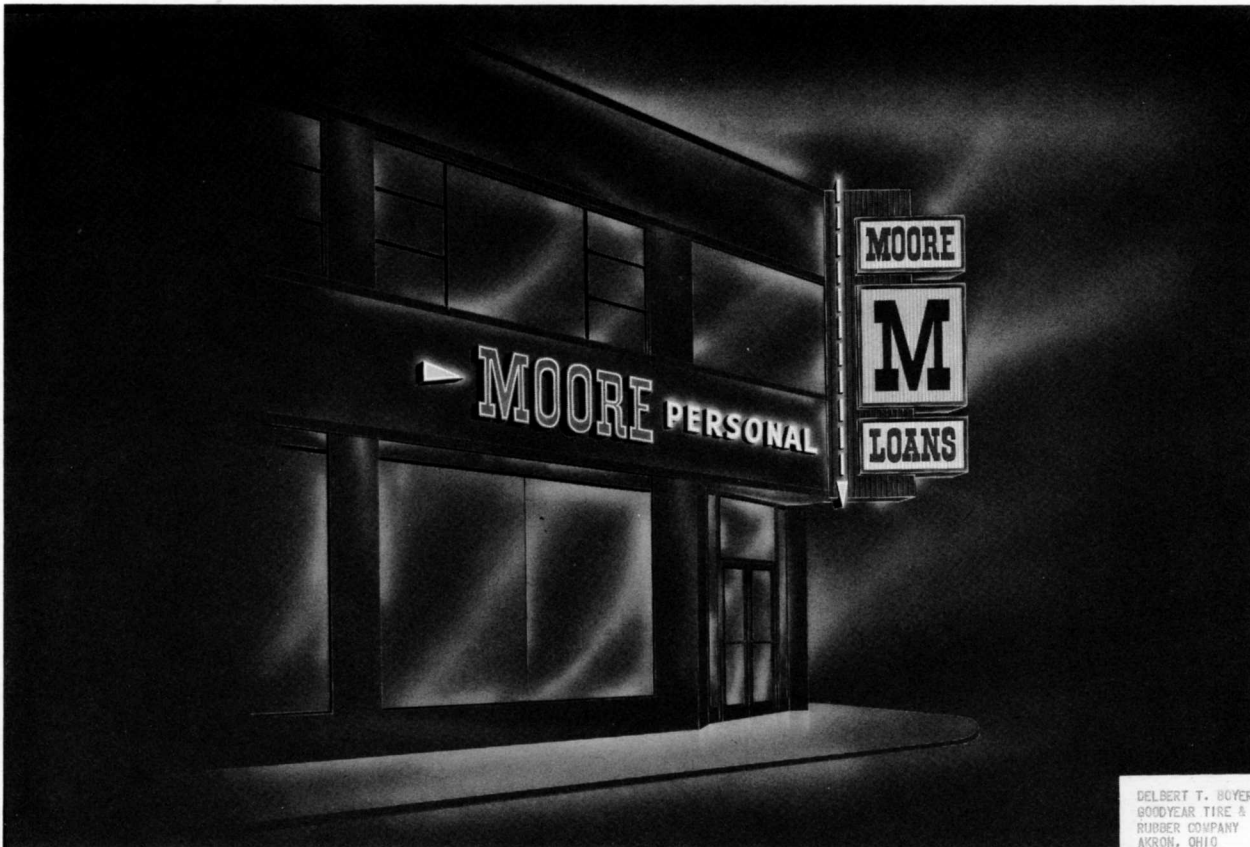
**SINGLE FACED DISPLAY SPECIFICATIONS:** (Two only required). Overall dimensions—4 by

20 feet. Sheet metal portions of display constructed of 22 gauge sheet metal, finished in baked enamel. "Coast"—32 to 18 inch pan channel letters, double tube and single tube turquoise fluorescent, 60 ma.; "Finance"—8 inch cut black plastic, applied to white plastic; indirectly illuminated by two slimline lamps, 425 ma. "Auto Home Salary"—6 inch flush paint copy, illuminated in single tube canary yellow fluorescent, 60 ma. "Pictorial panels"—3 feet 1 inch by 2 feet 2 inches, white plastic, paint detail, indirectly illuminated by vertical grid of slimline lamps, 6 inches on center, 425 ma.

## Honorable Mention

DELBERT T. BOYER

Identification Division, Advertising Dept., Goodyear Tire and Rubber Co.,  
Akron, Ohio



DELBERT T. BOYER  
GOODYEAR TIRE &  
RUBBER COMPANY  
AKRON, OHIO

### SPECIFICATIONS

Double-faced sign on corner of building—overall size 15 by 6½ feet (sign built 6 inches back on each building face). Sign consists of three plastic faced panels. Top and bottom panels 5 by 2½ feet with white corrugated plastic faces illuminated with slimline lamps. "Moore Loans" is in 18 inch orange plastic letters cemented to white plastic background. Name "Moore Loans" to flash on and off. Large center box 5 by 5½ feet with yellow corrugated plastic faces illuminated with slimline lamps. Large "M" is 4 feet high of black

plastic cemented to background of sign. Vertical background of sign is of metal decking with raised metal arrow illuminated with turquoise blue tubing. Arrow to chase down sign on 4-point flasher. Individual letters "Moore" on building are 2½ feet high channel letters illuminated with double old gold tubing. "Personal" to be 12 inch high channel letters with single turquoise blue tubing. Arrow to be 2 by 1 feet in size illuminated with double blue tubing.



## Honorable Mention

LEONARD R. CRUMP

E. L. Ruddy Co. Ltd., Toronto, Ont., Canada

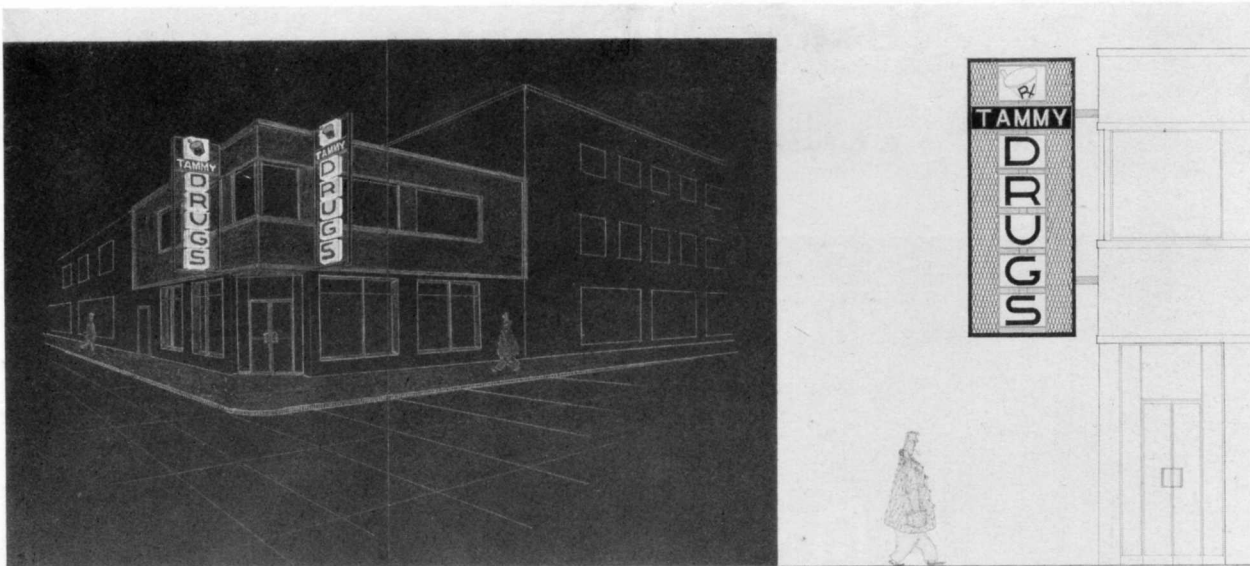


### SPECIFICATIONS

**VERTICAL:** Double faced display 20 inches high by 7 feet wide. White translucent ribbed plastic background, lighted from within by white fluorescent tubing. Porcelain enamel raised blocks hold 18 inch channel letters with ruby red outline tubing. Star is yellow gold neon.

**FASCIA:** Moulded plastic pans (backlighting by

fluorescent tubing—24 inches) to have cut-out plastic letters—24 inches. Plastic letters—acrylic red to match ruby tubing on vertical. "Shoes" is in 36 and 18 inch script with close-spaced double yellow gold tubing. Fascias are 38 feet long and are joined by continuous raceway. Midnight blue tube on raceway.

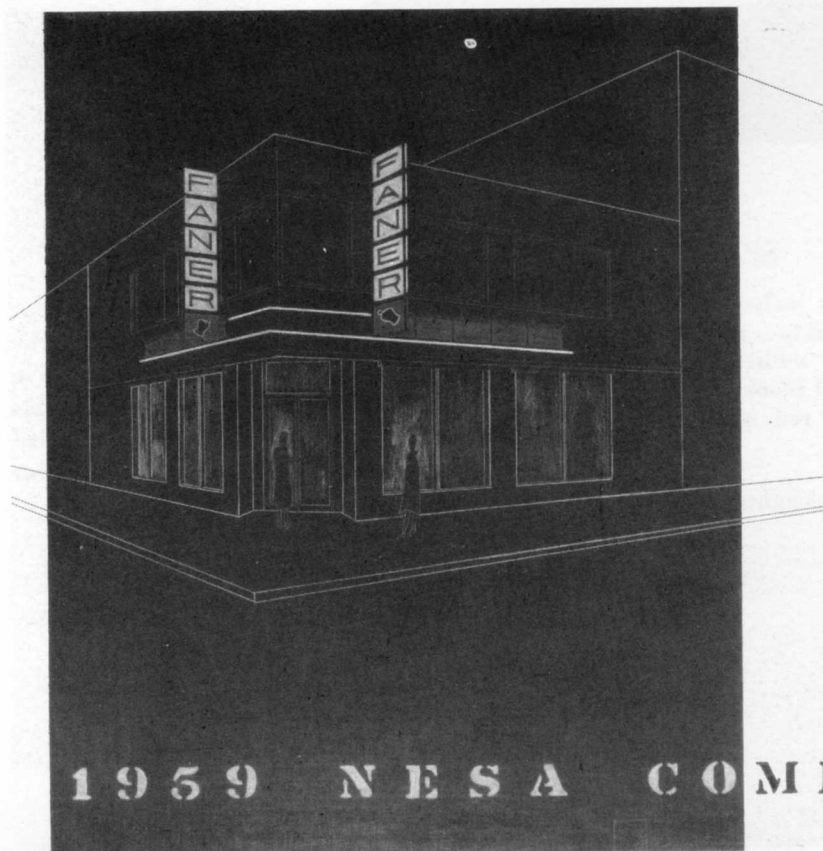


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E L E V A T I O N  
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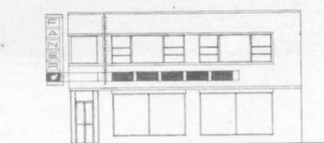
• 1959 NESA COMPETITION

THOMAS TOMSİK  
AND  
JOSEPH A. TAMULEWICZ  
CLEVELAND, OHIO



1959 NESA COMPETITION

THOMAS TOMSİK  
AND  
JOSEPH A. TAMULEWICZ  
CLEVELAND, OHIO

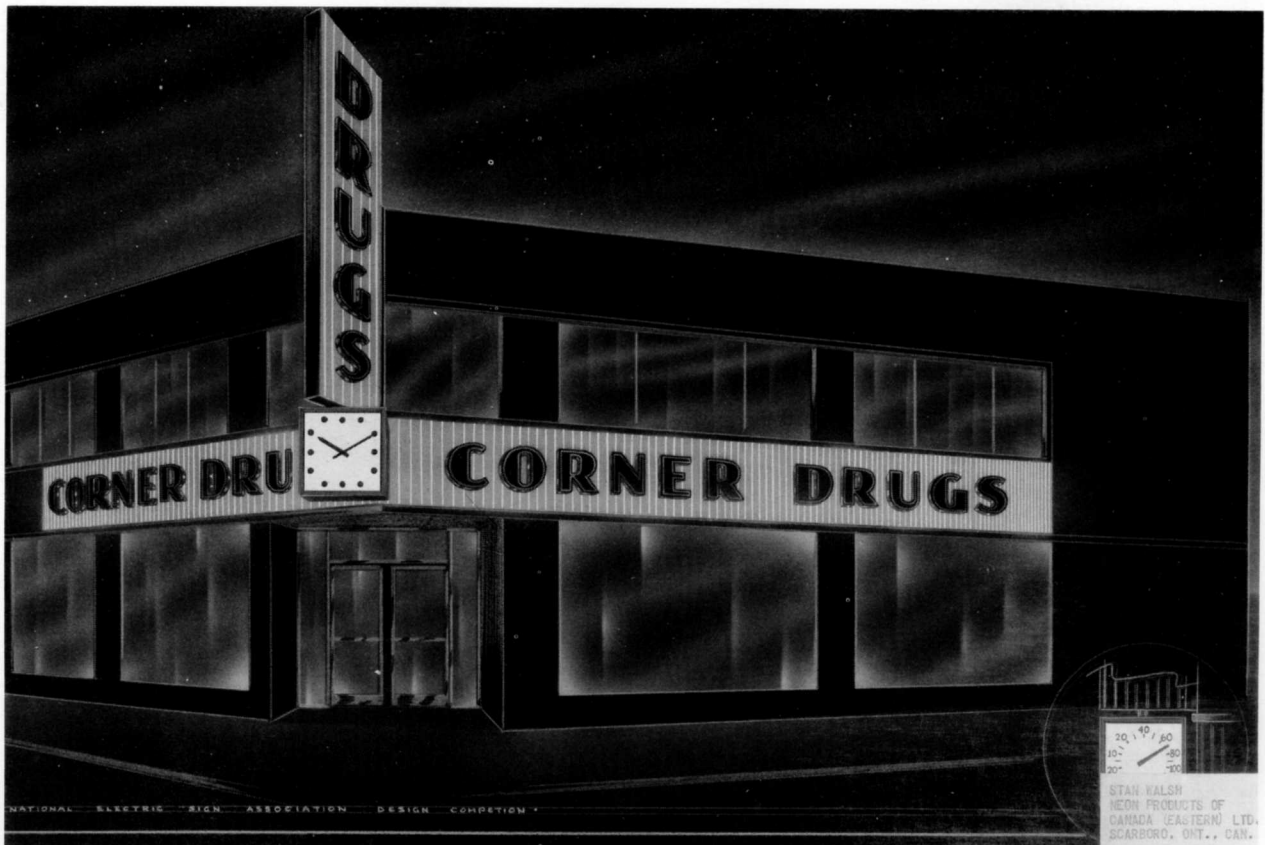
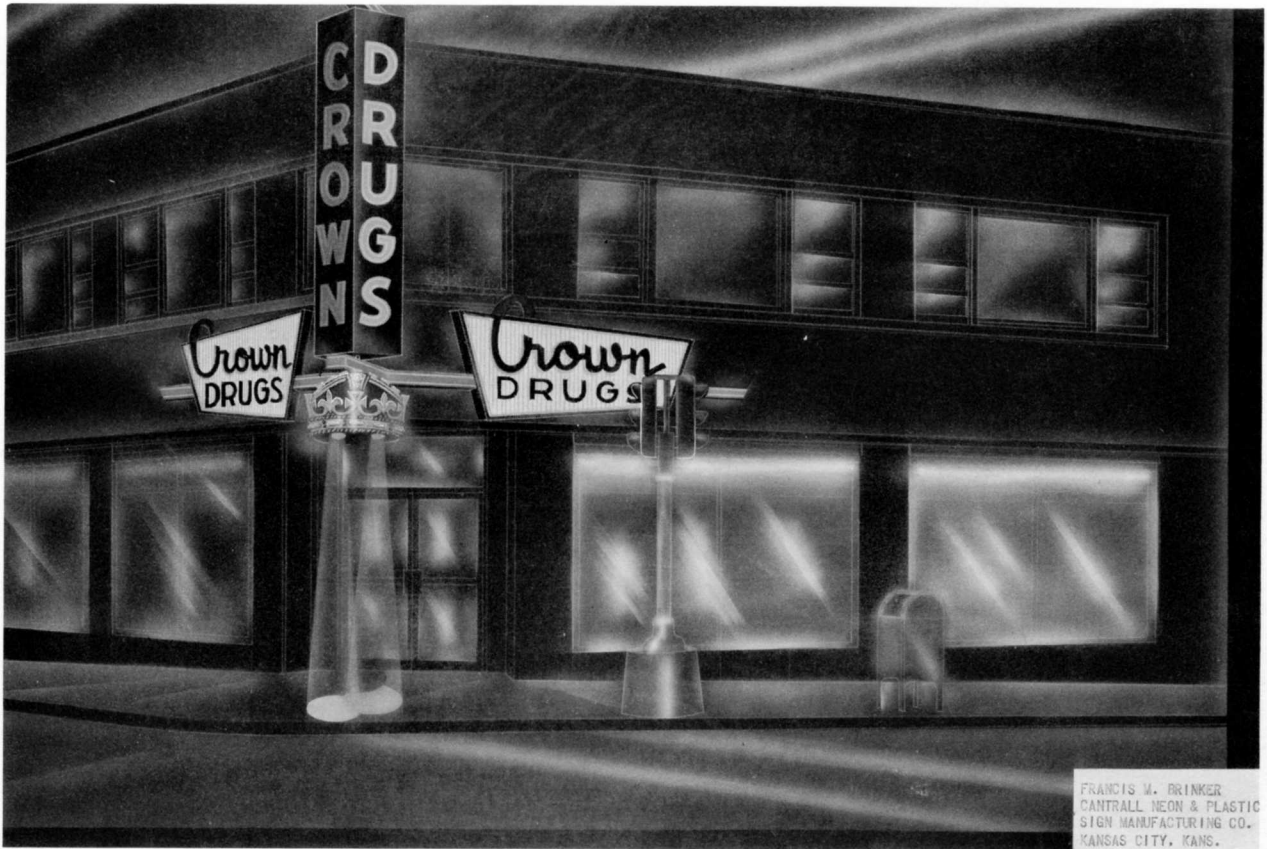


STREET ELEVATION

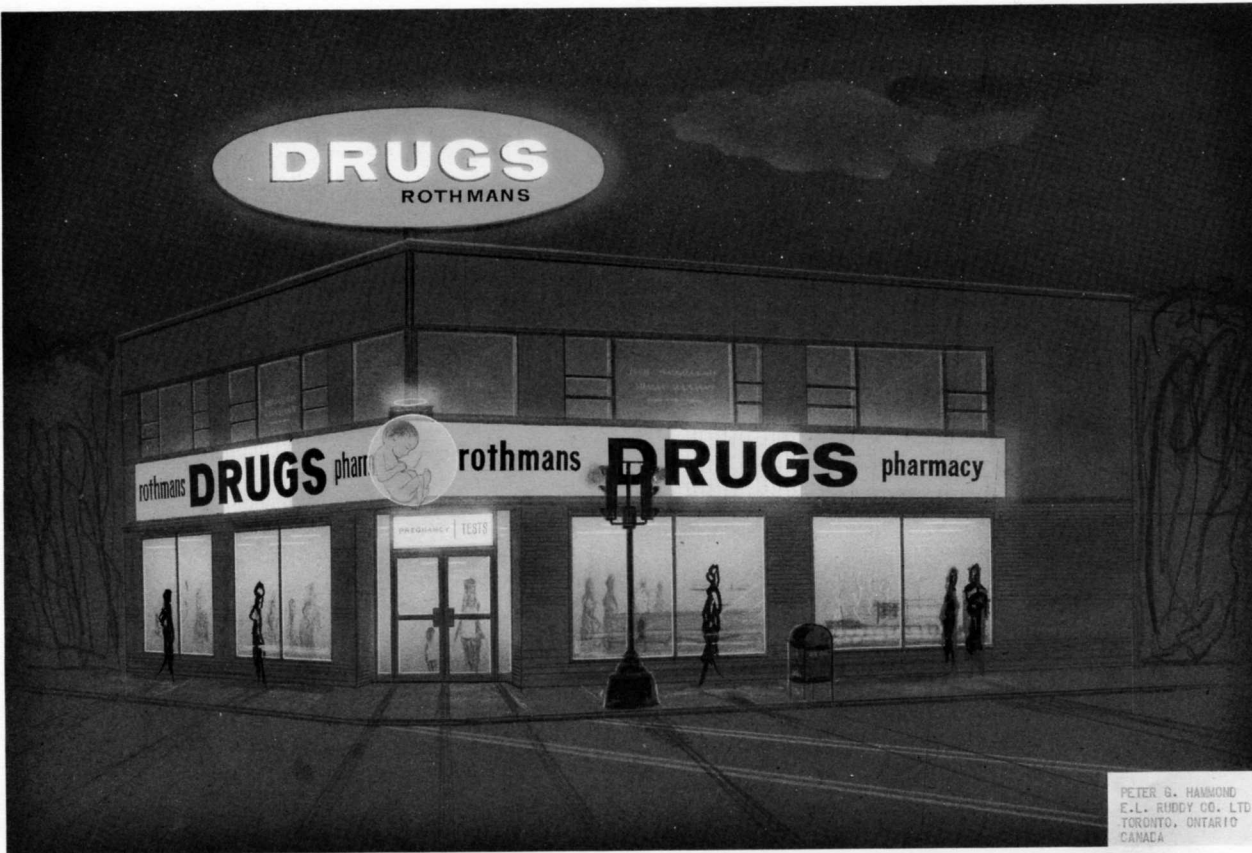


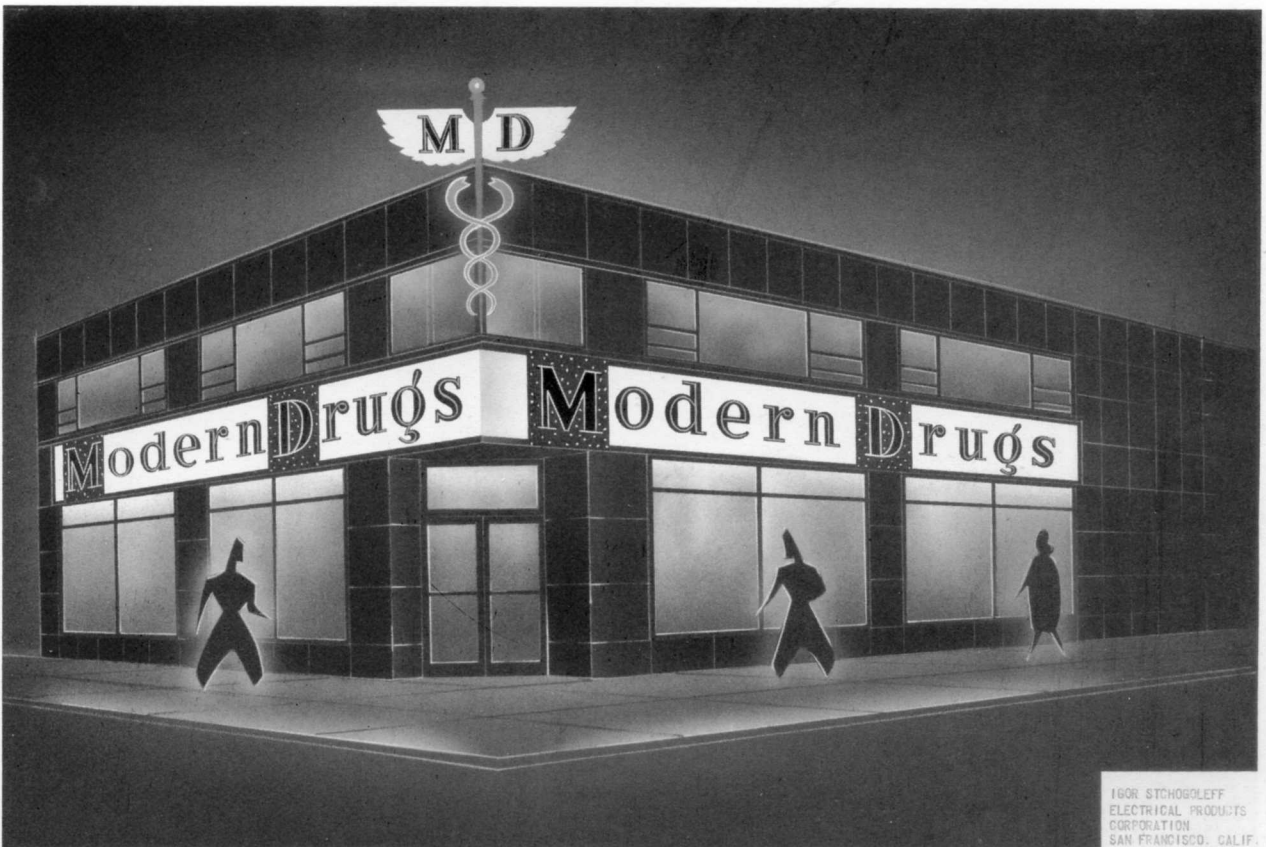
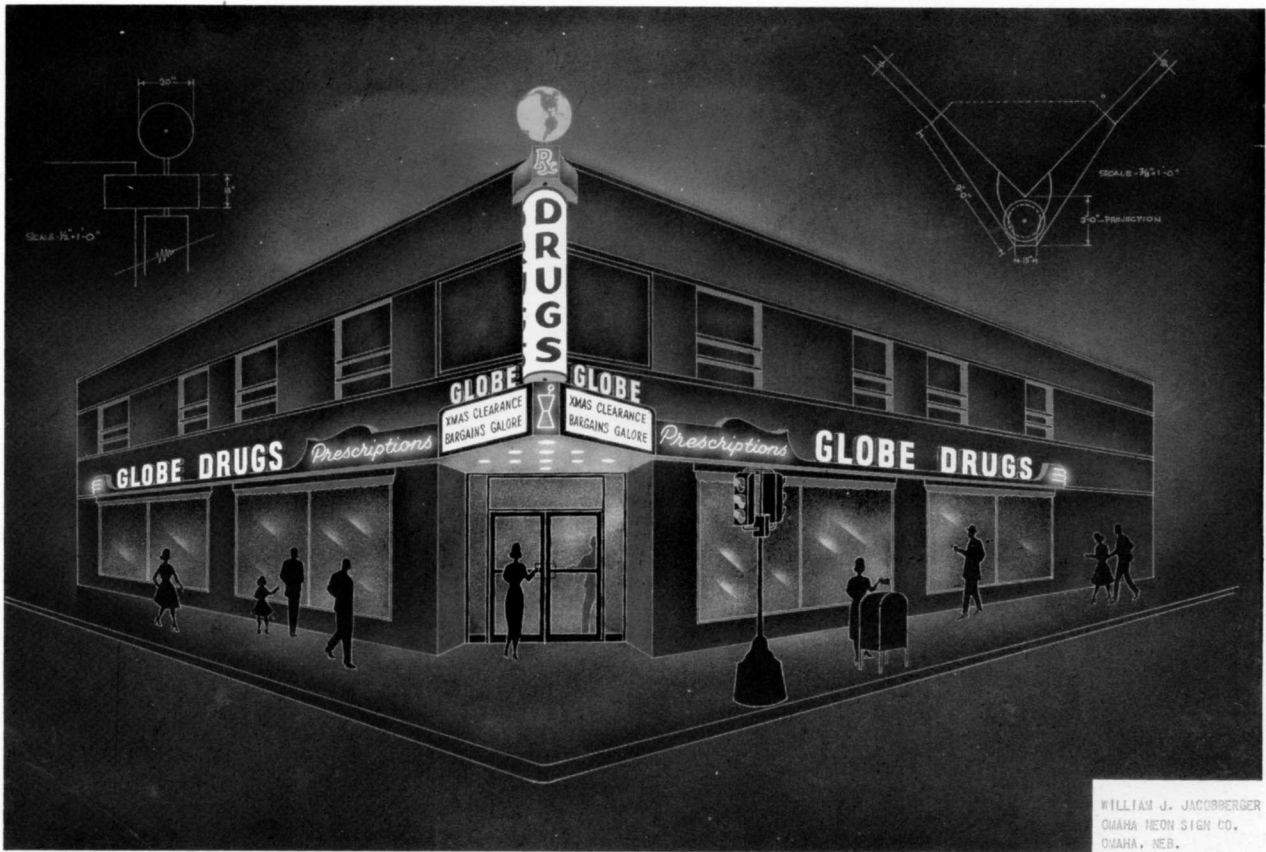
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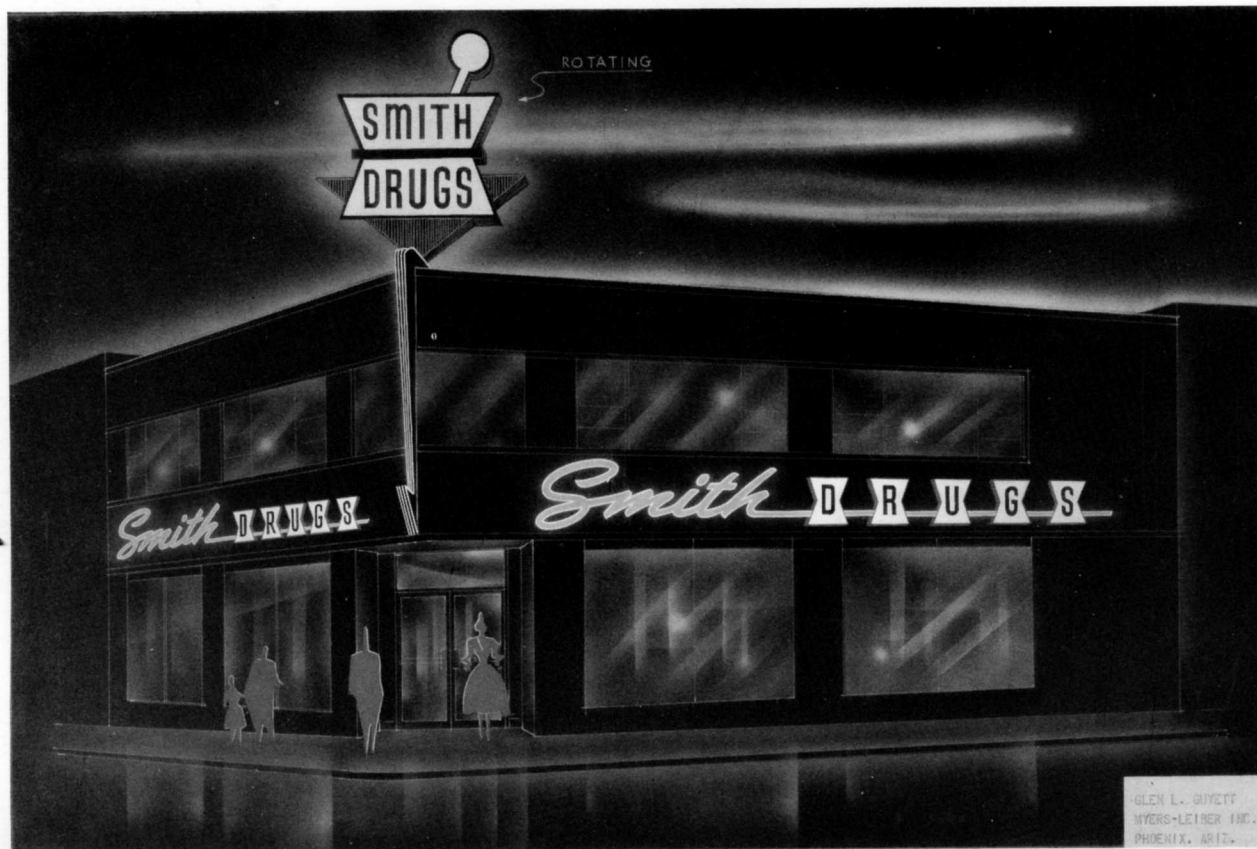
DETAIL











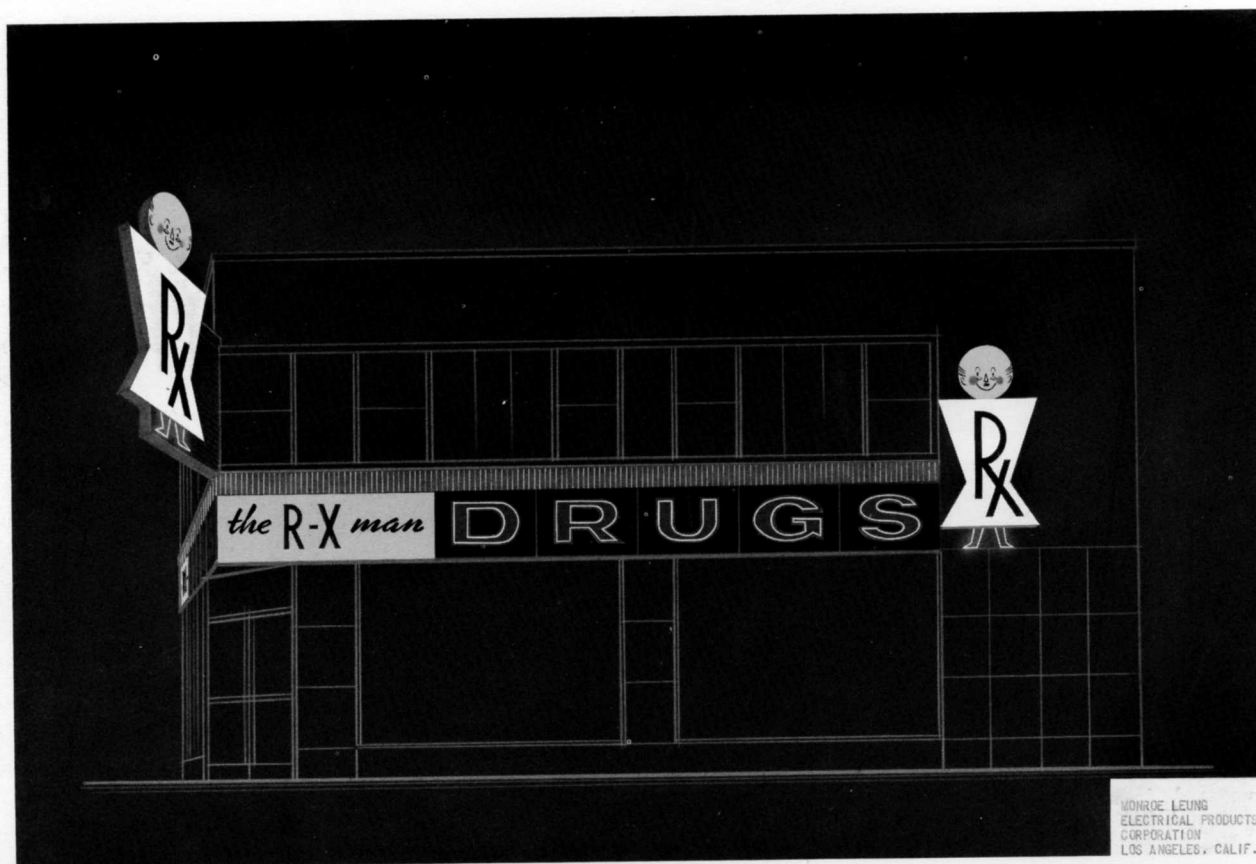
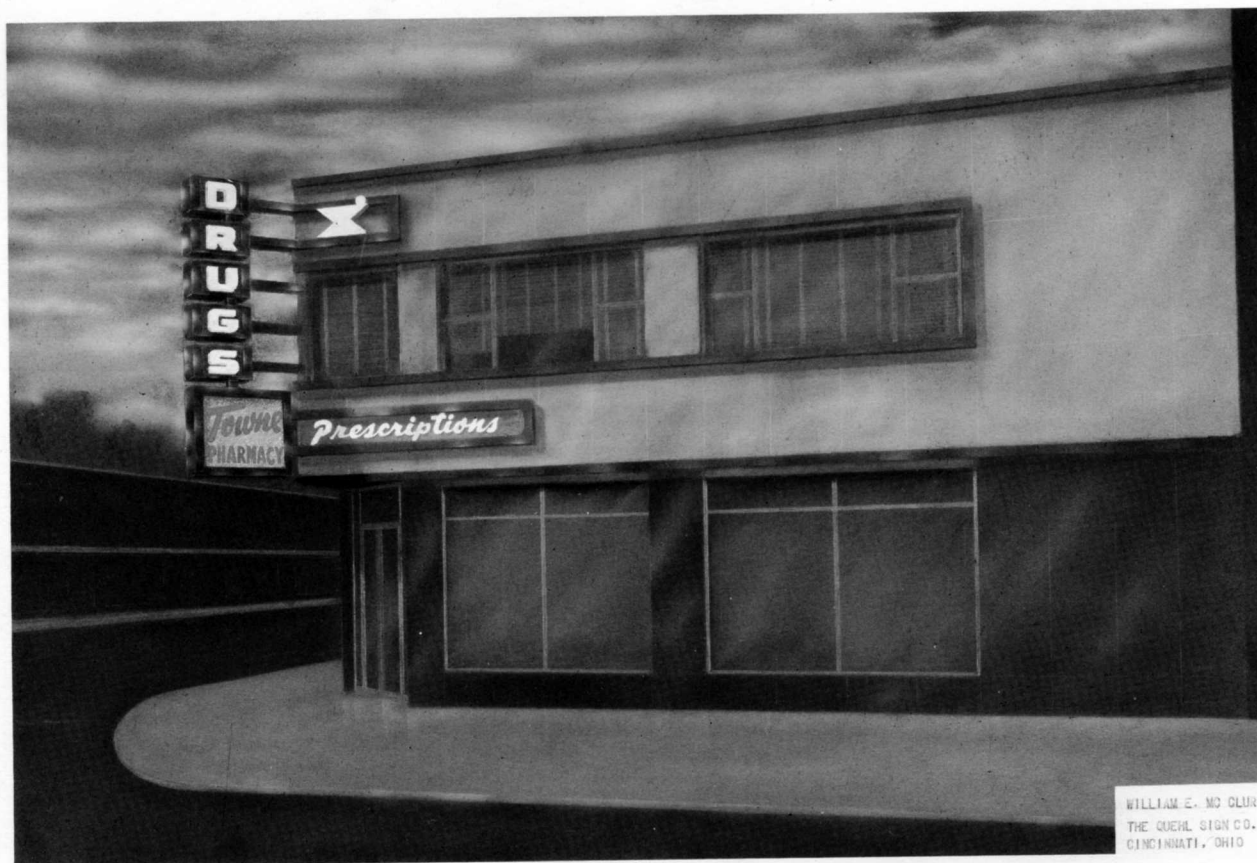


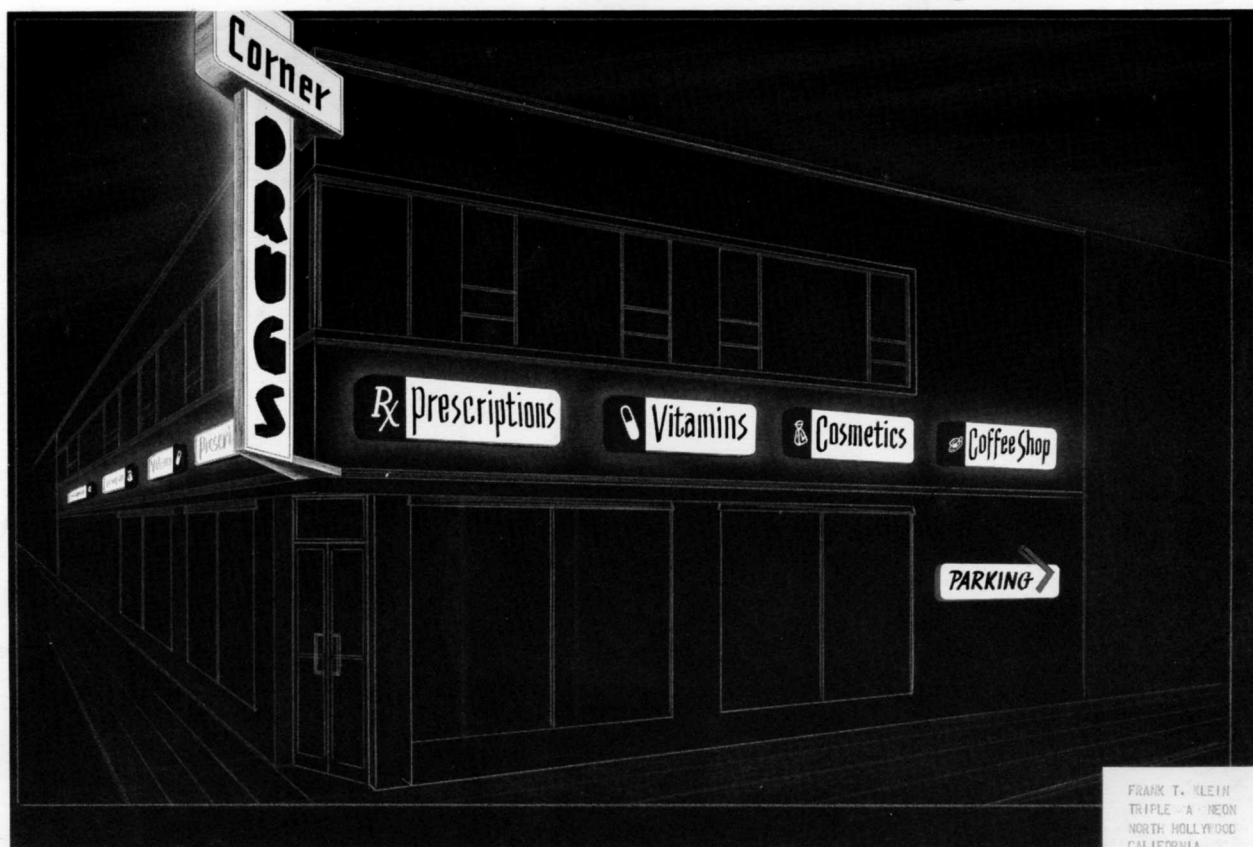


ALEXANDER GRIGER  
E.L. RUDDY CO. LTD.  
LONDON, ONTARIO  
CANADA

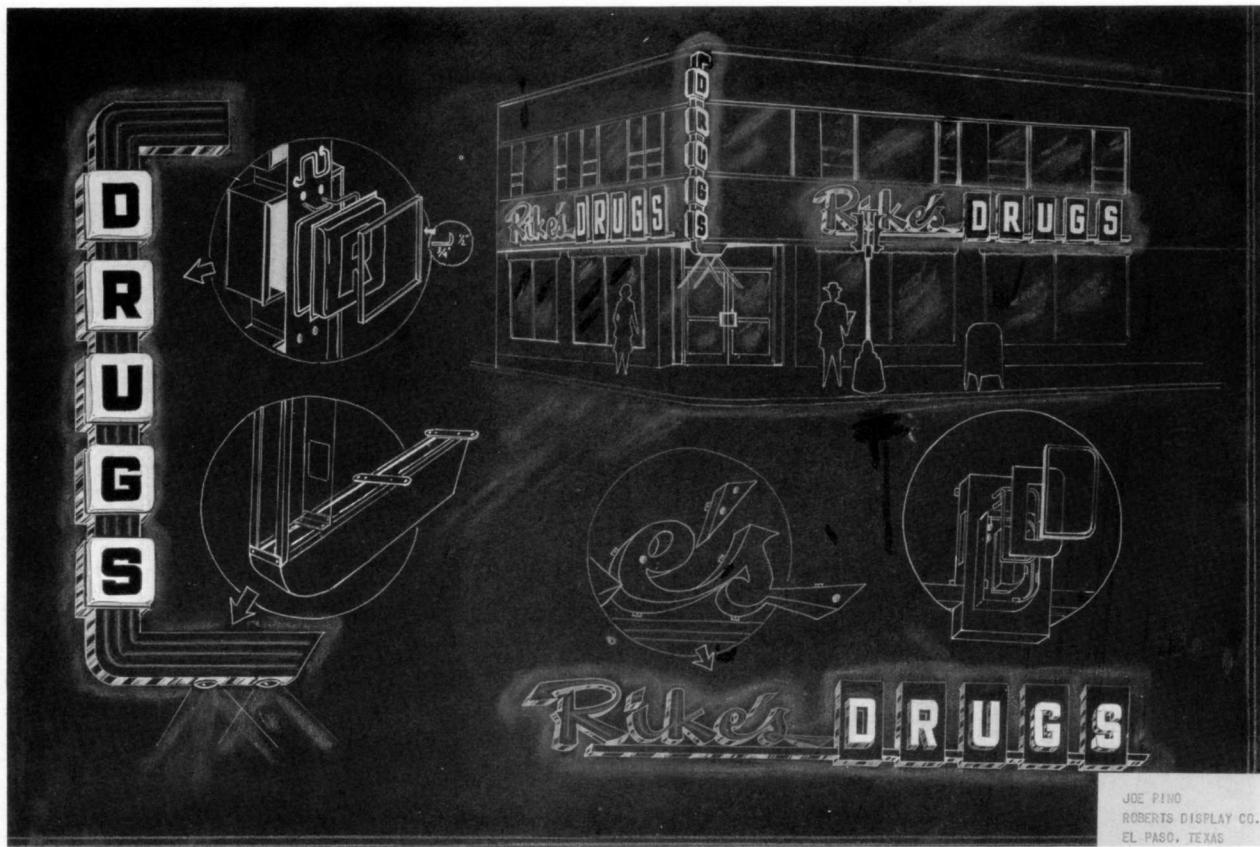


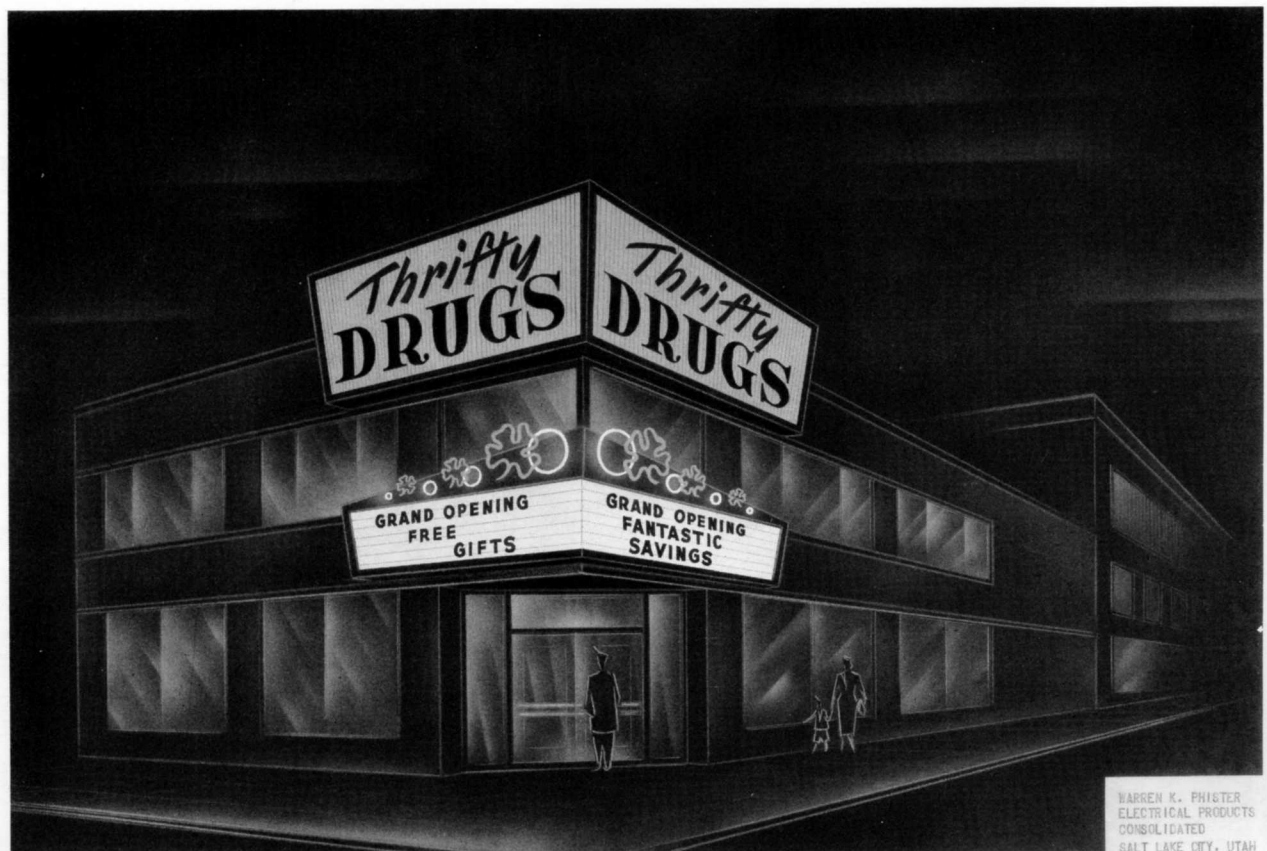
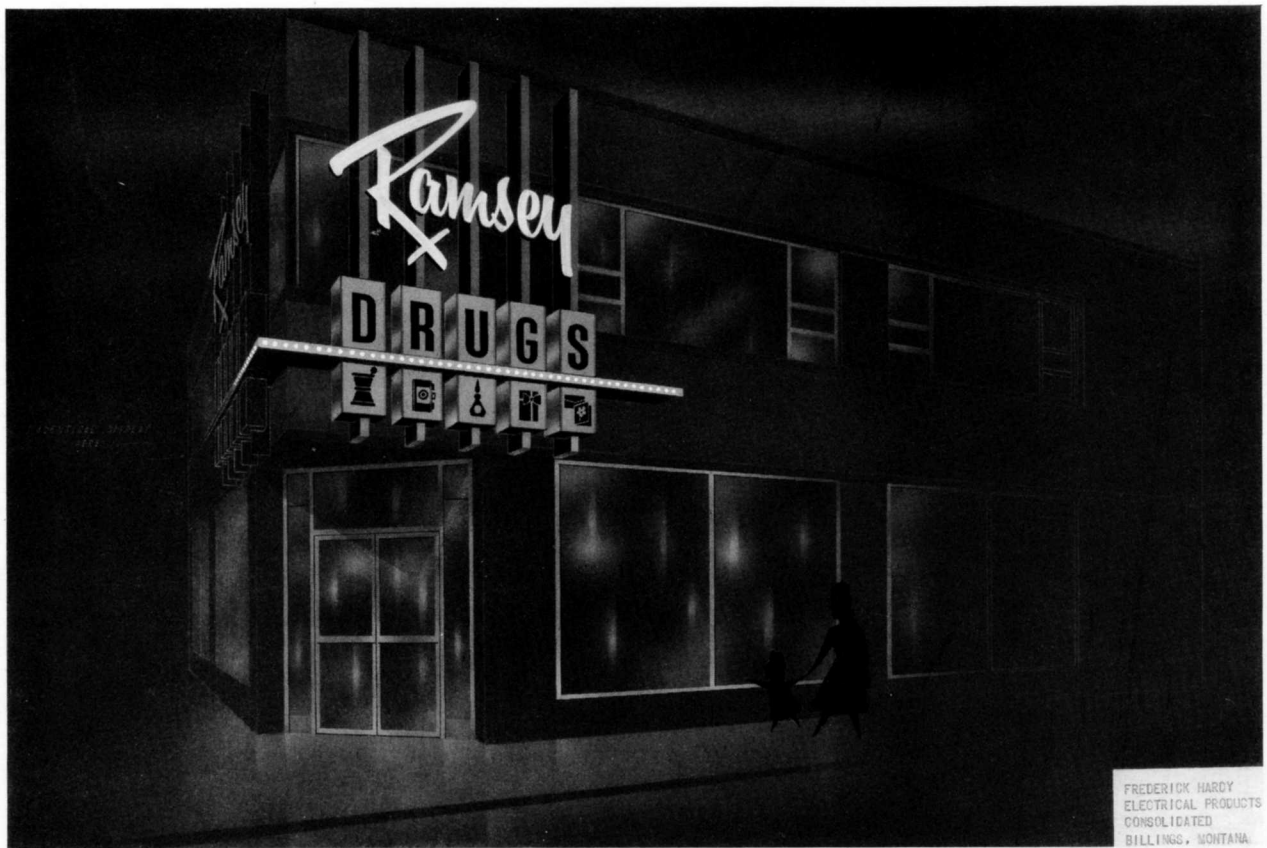
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STANFORD & INGE  
ROANOKE, VA.

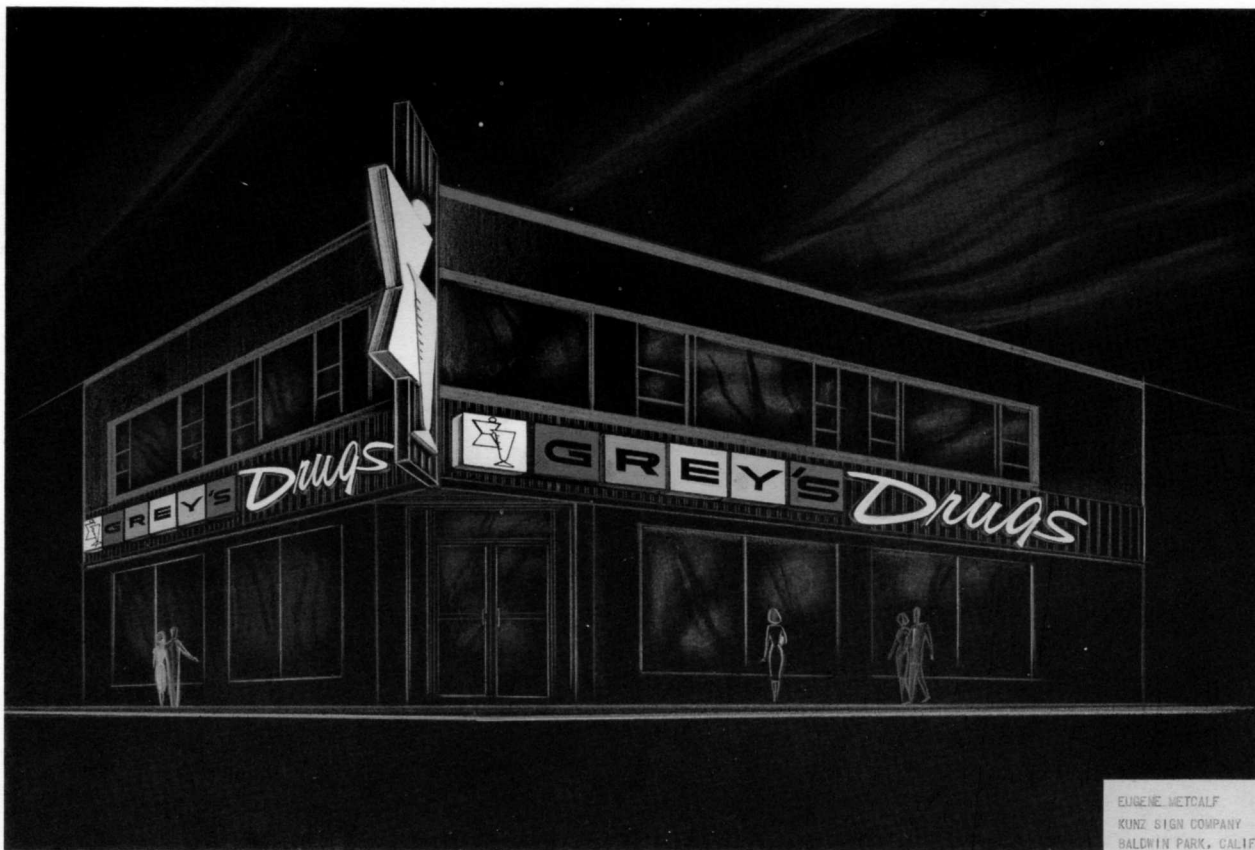




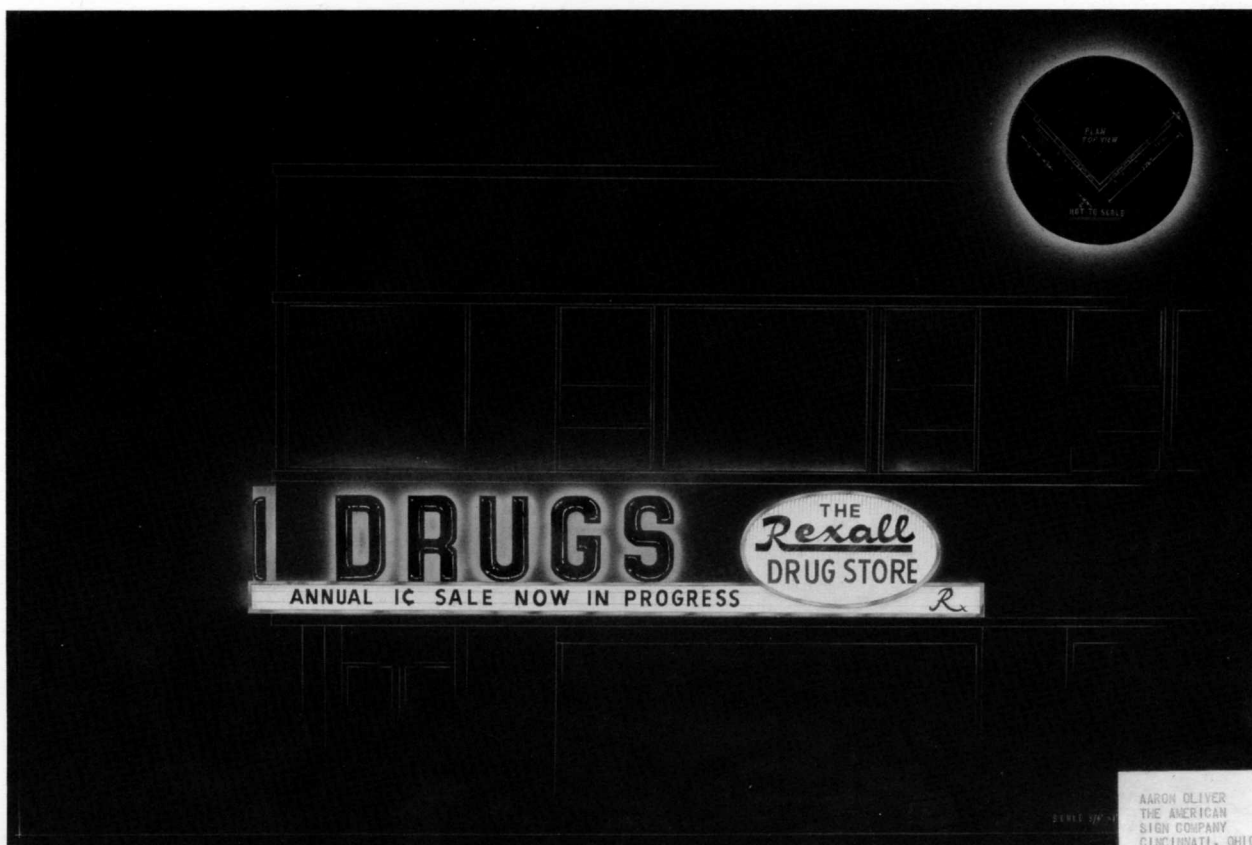
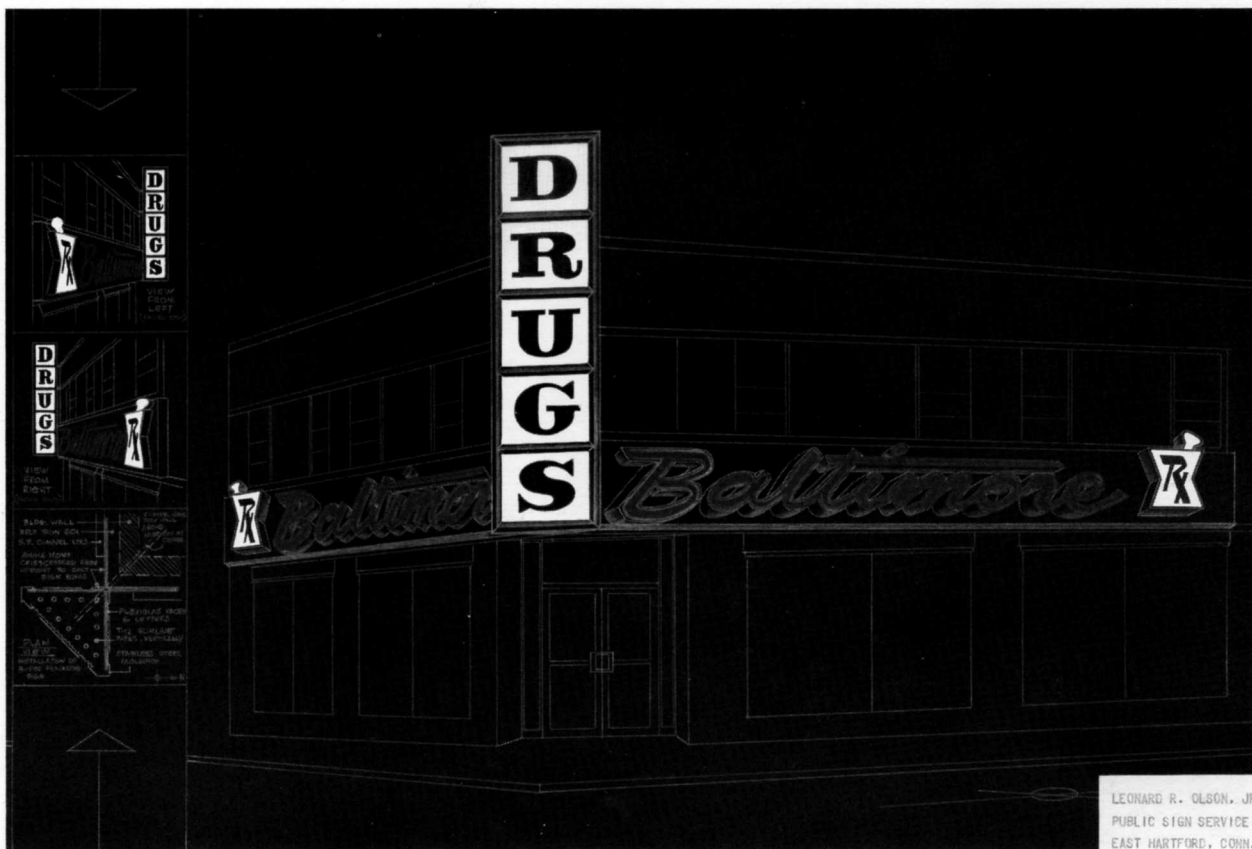




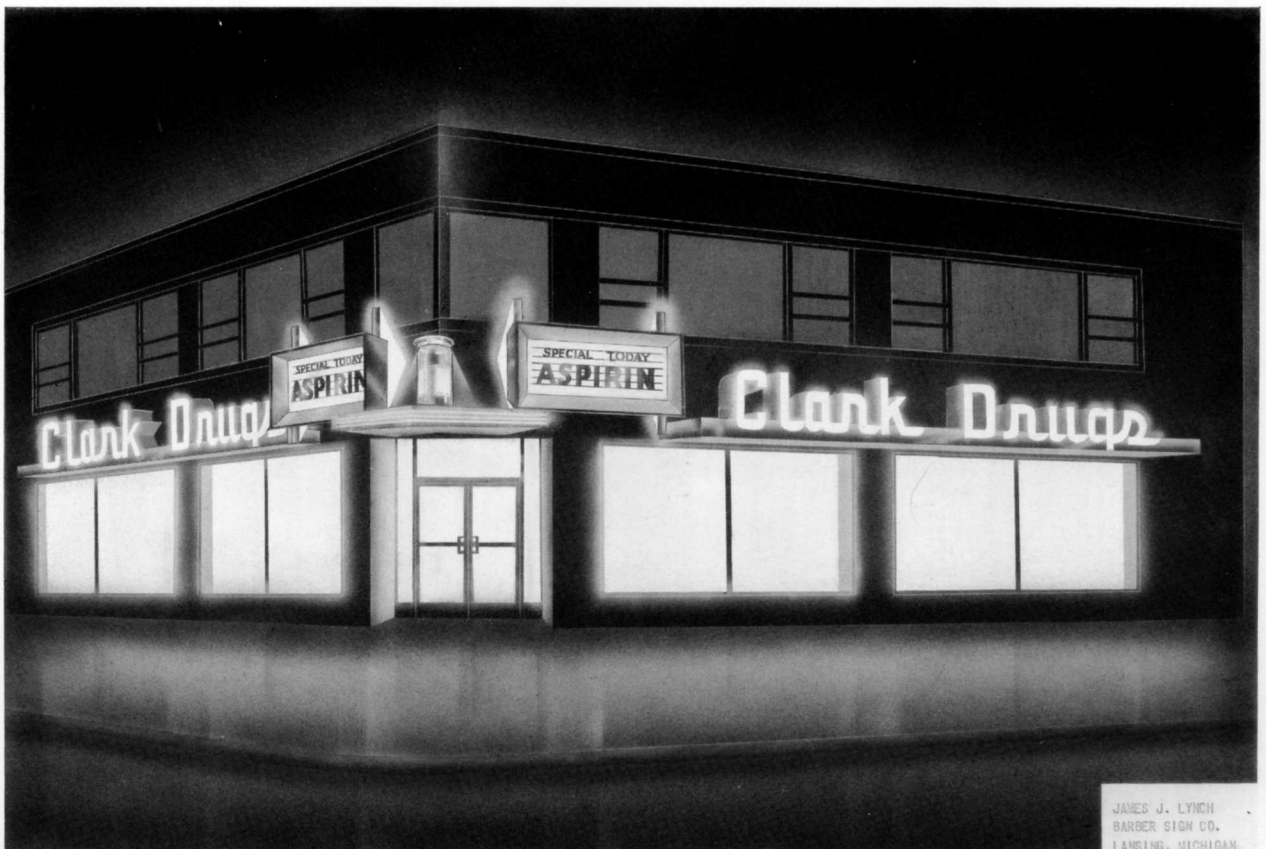
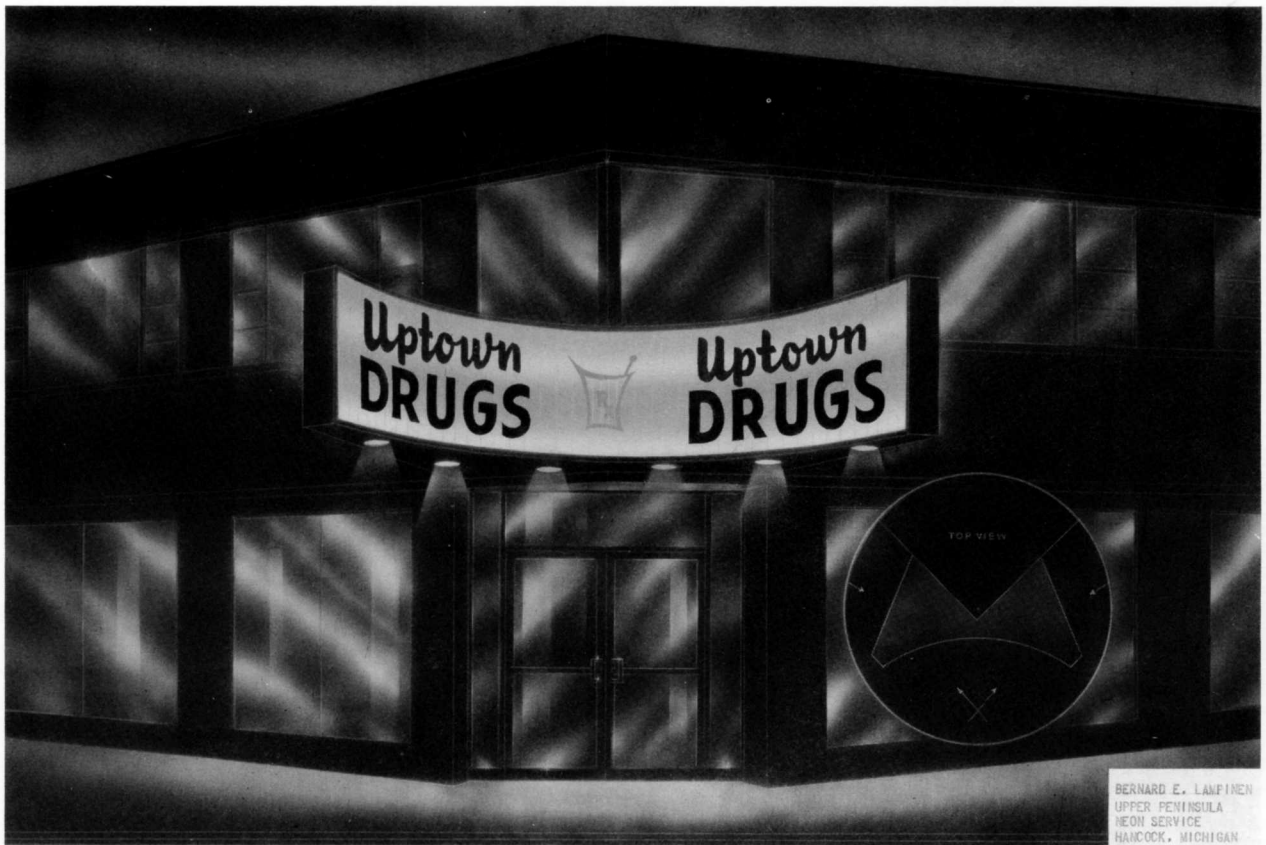




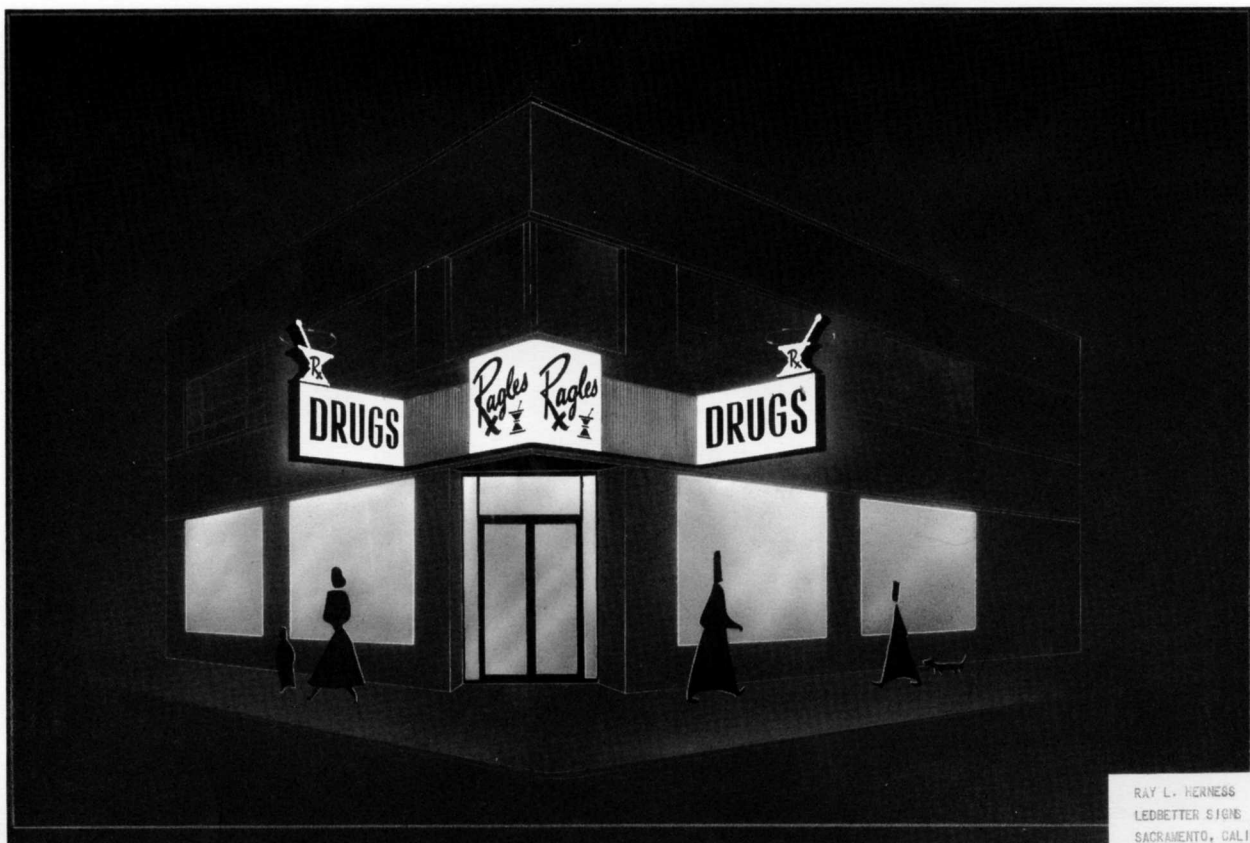


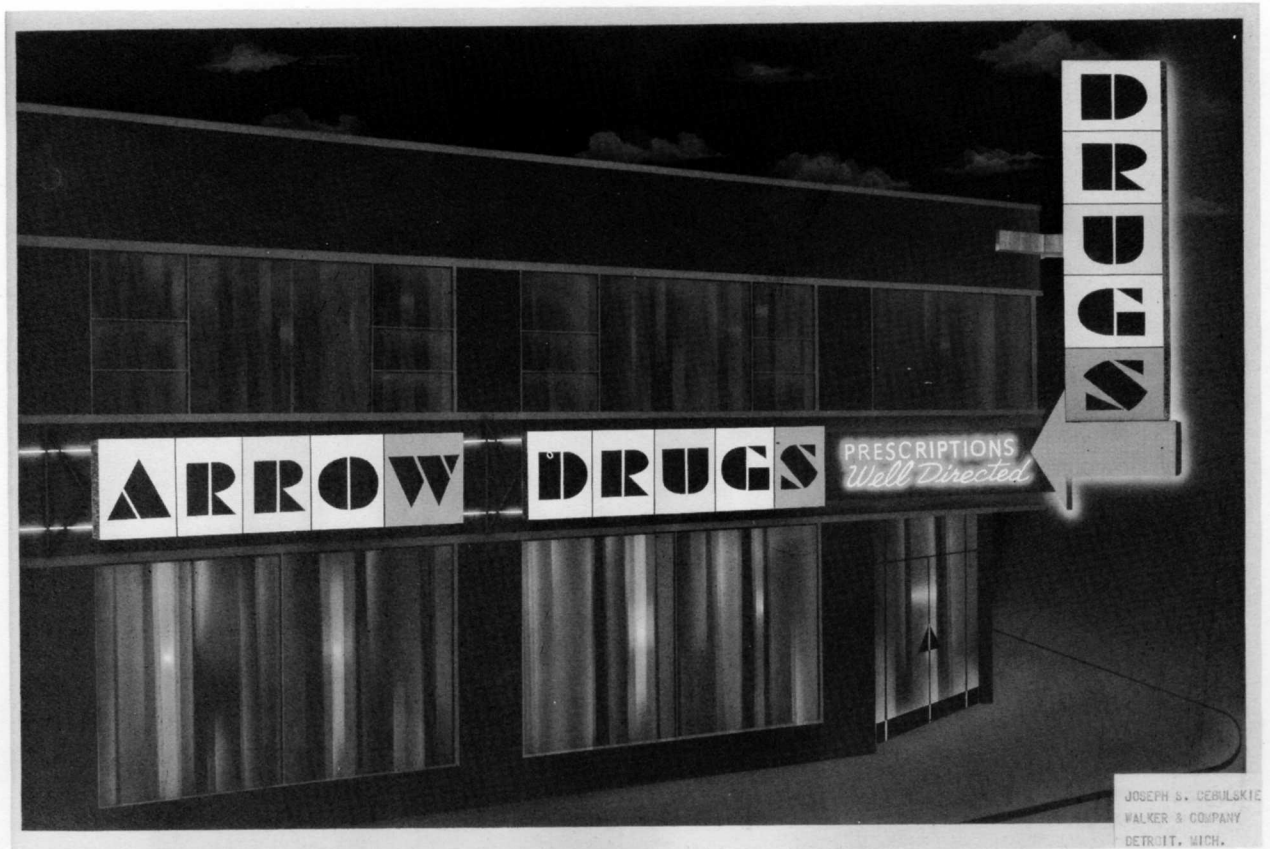
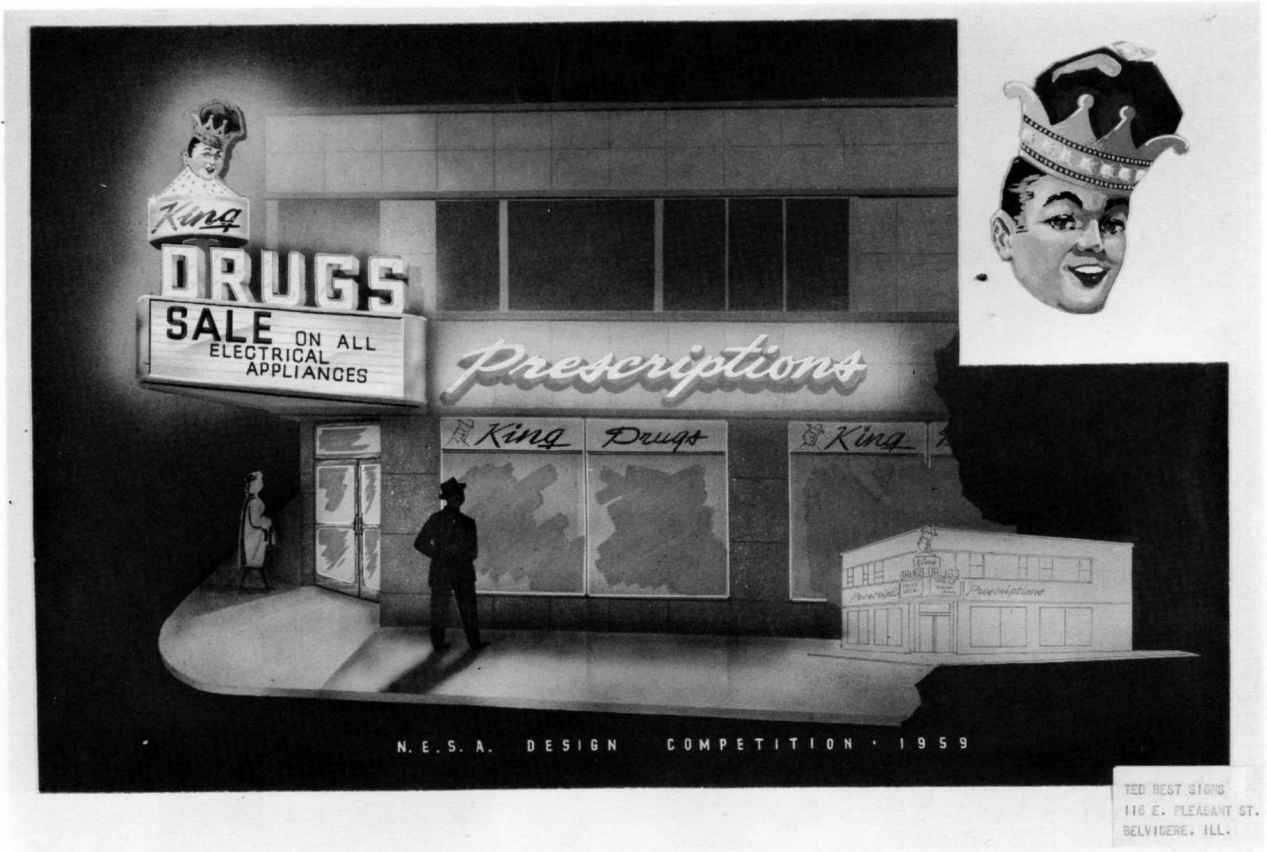


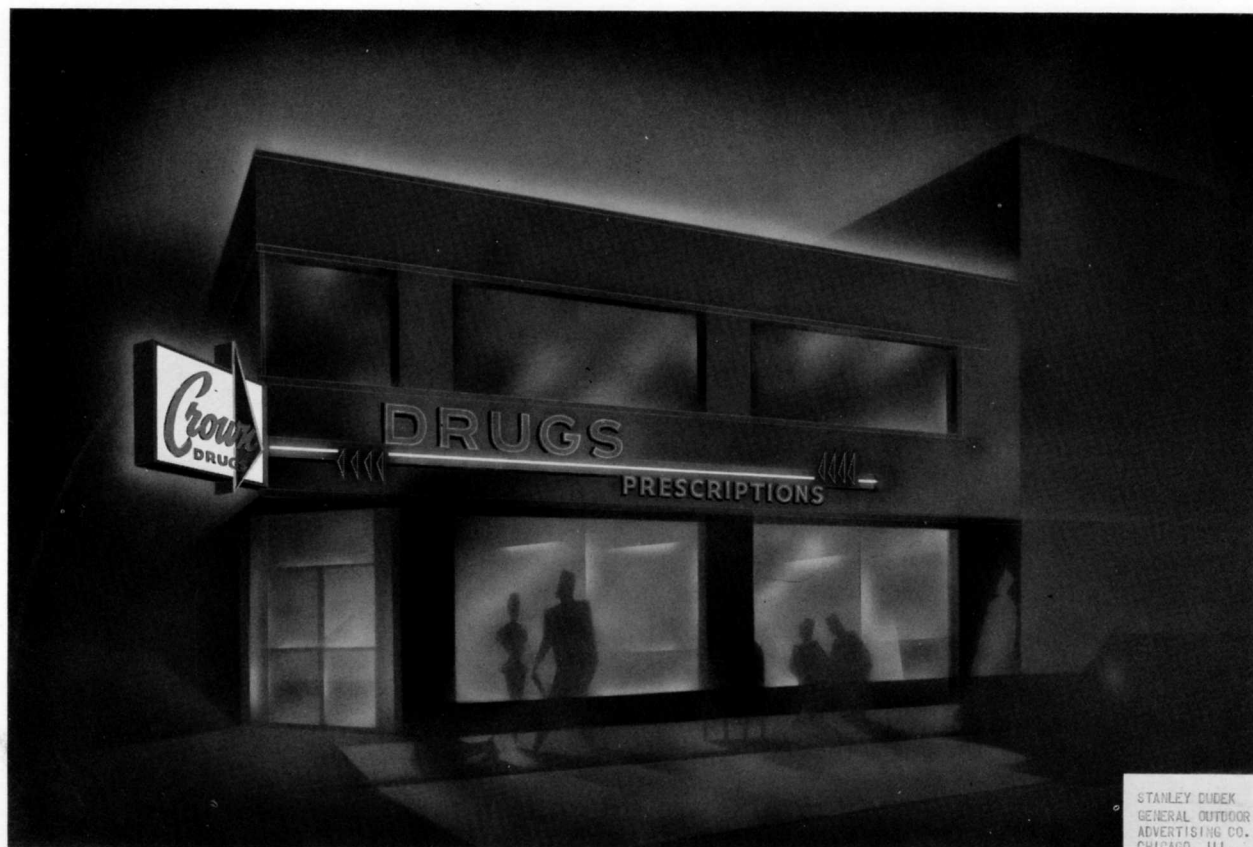




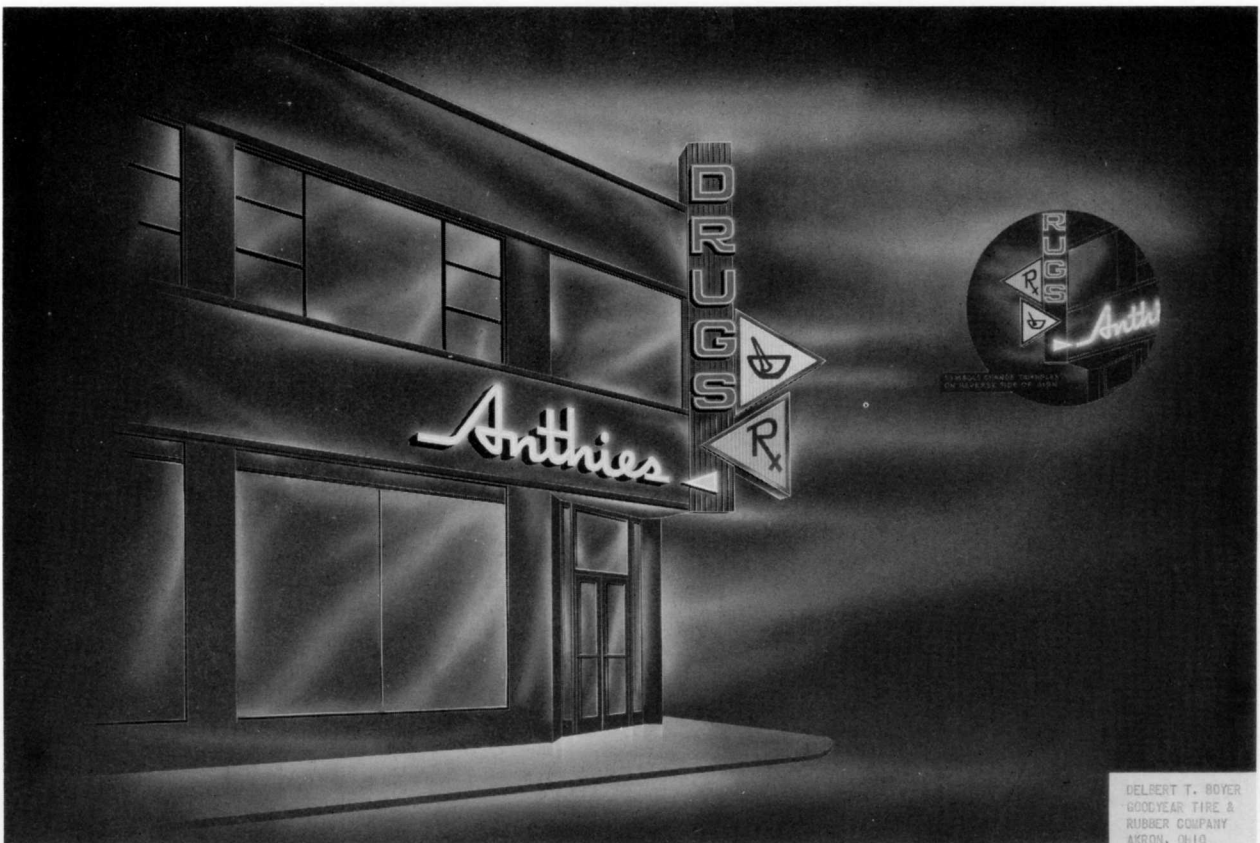






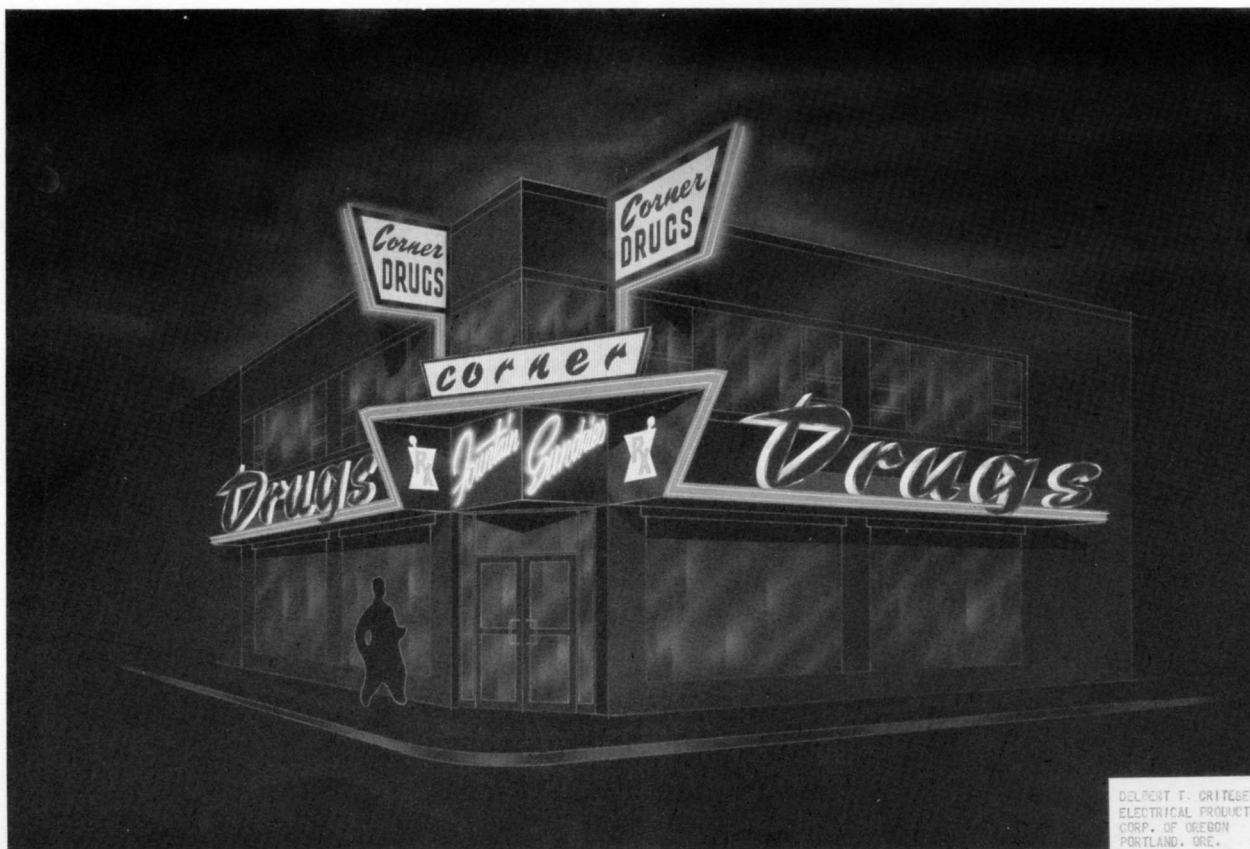




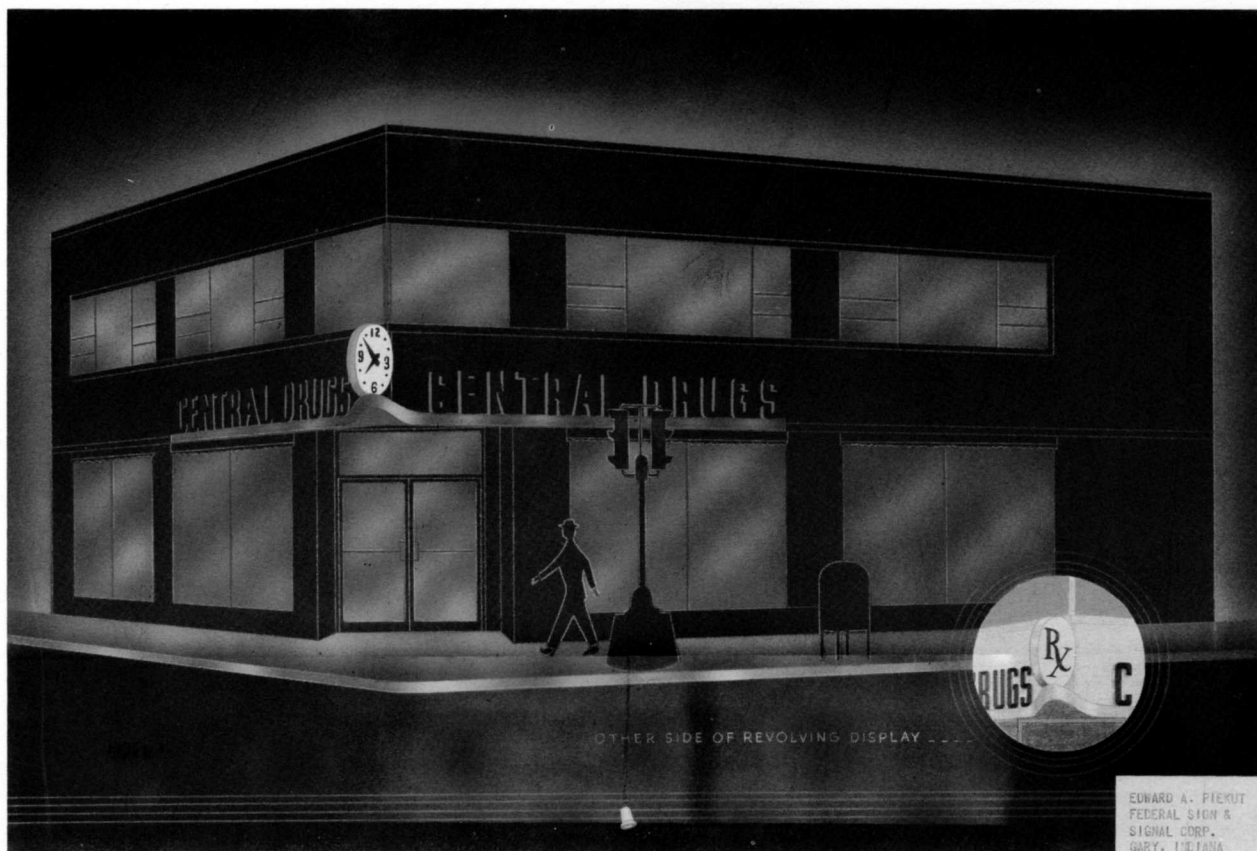




A.G. FOSTER  
VALLEY NEON CO.  
KENNEWICK, WASH.



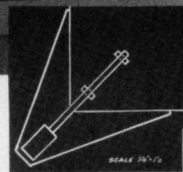
DELMONT T. CRITGER  
ELECTRICAL PRODUCTS  
CORP. OF OREGON  
PORTLAND, ORE.



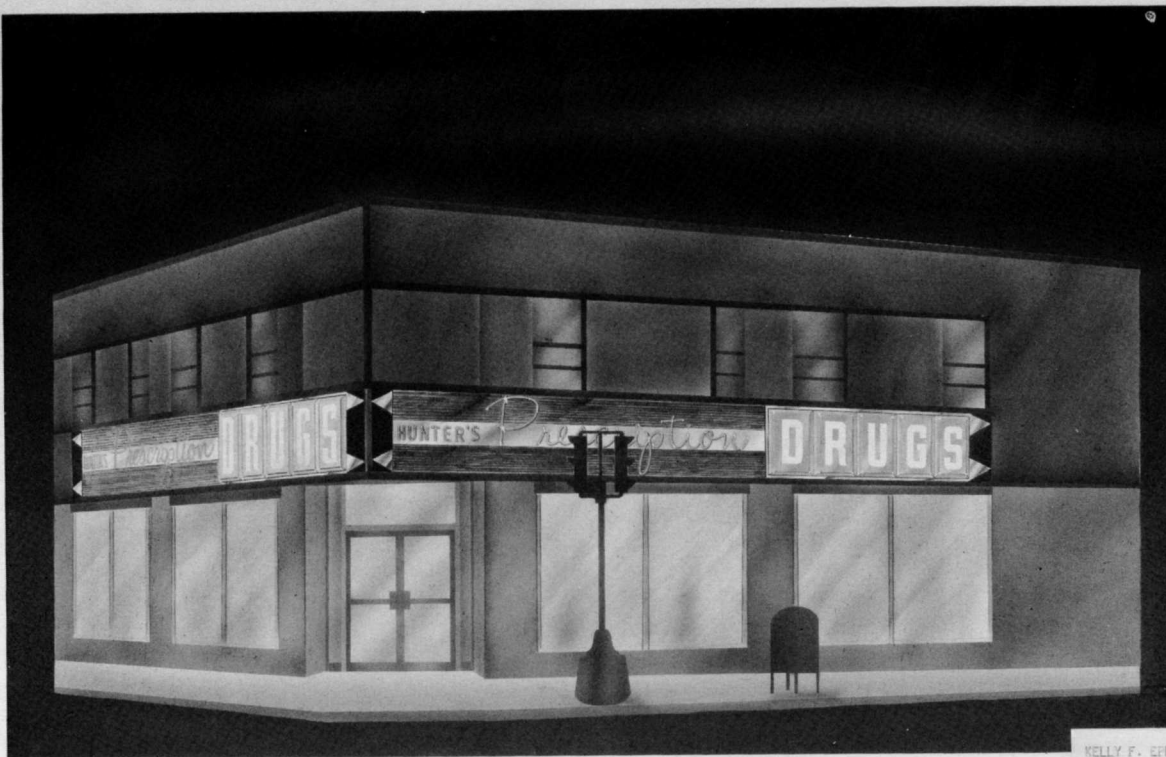




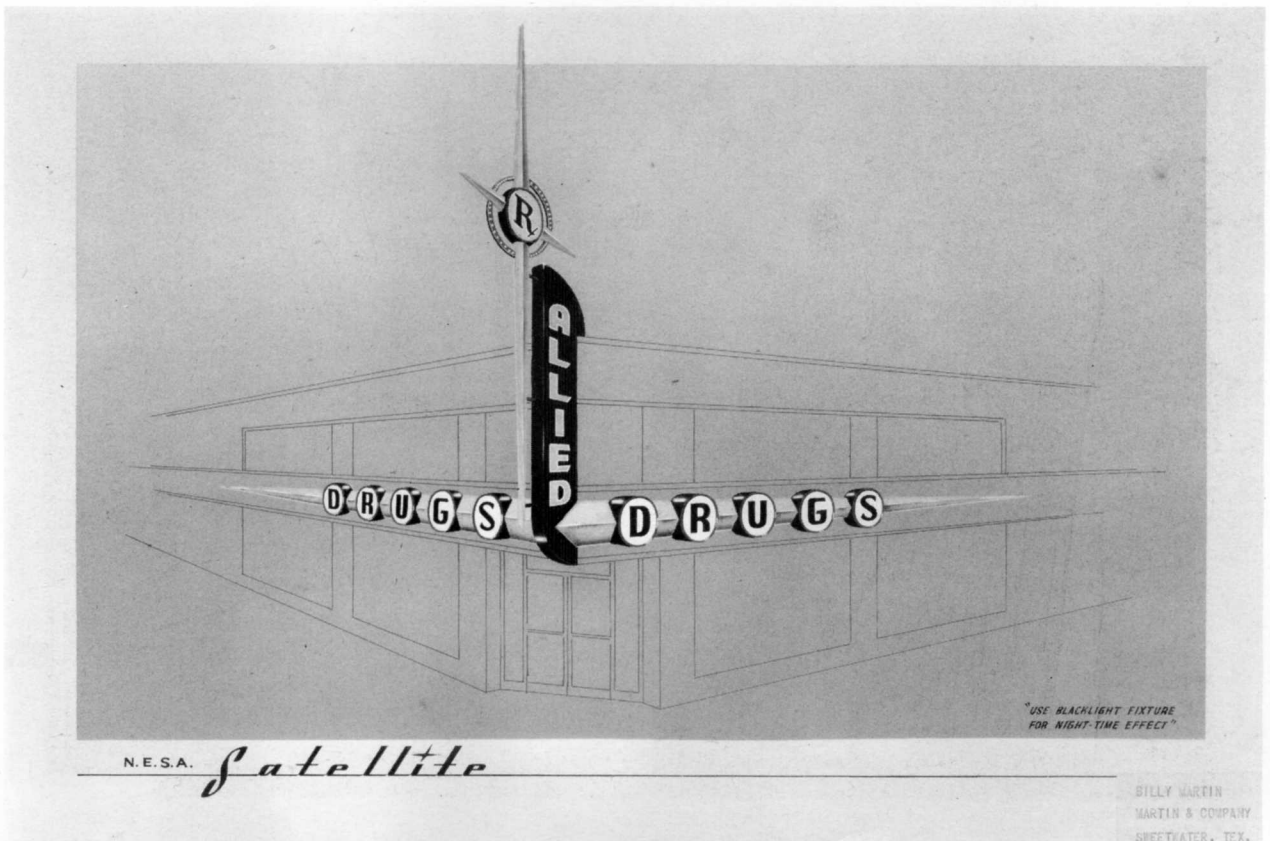
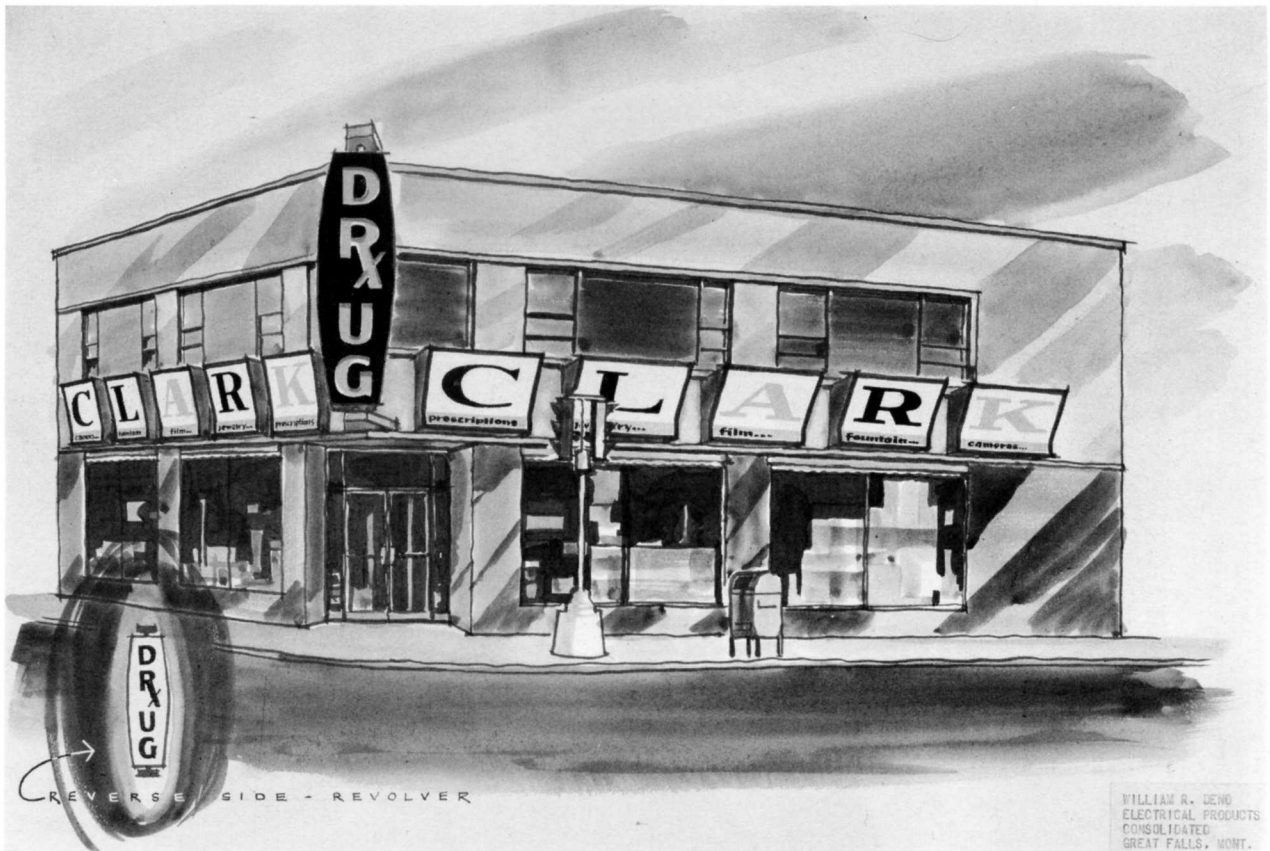
THIRTEENTH ANNUAL NESA ELECTRIC SIGN DESIGN COMPETITION



CHARLES G. OBERG  
C.A. PIERCE, INC.  
ROCKFORD, ILL.



KELLY F. EPLING  
NEON PRODUCTS, INC.  
LIMA, OHIO

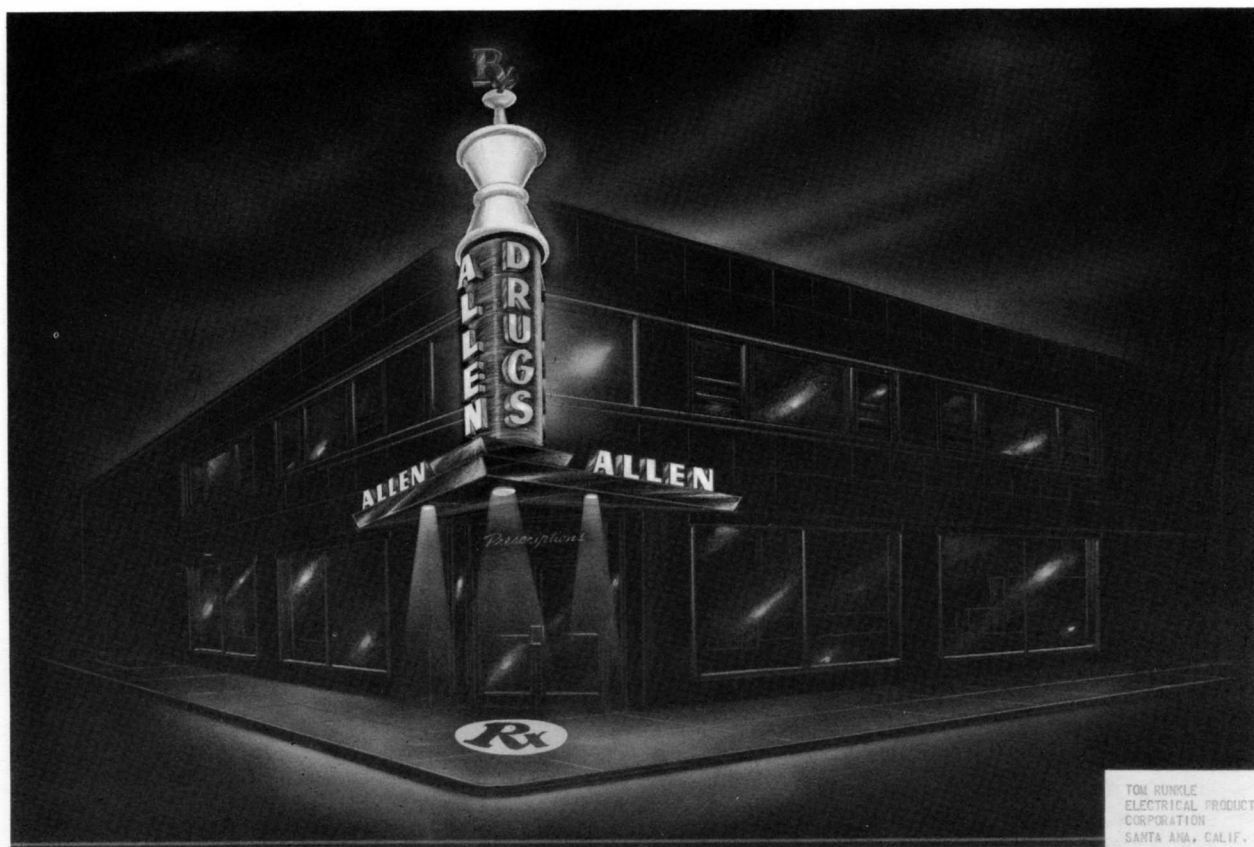




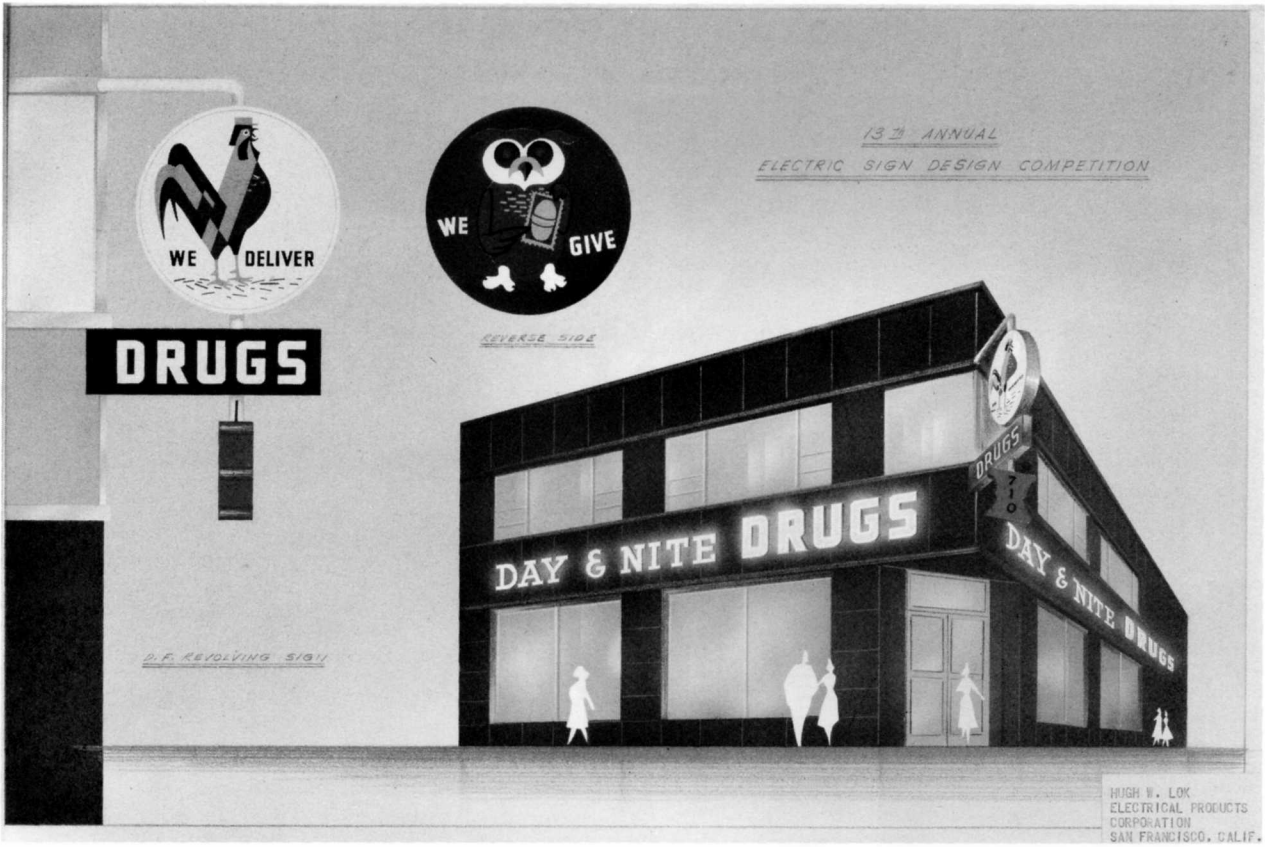


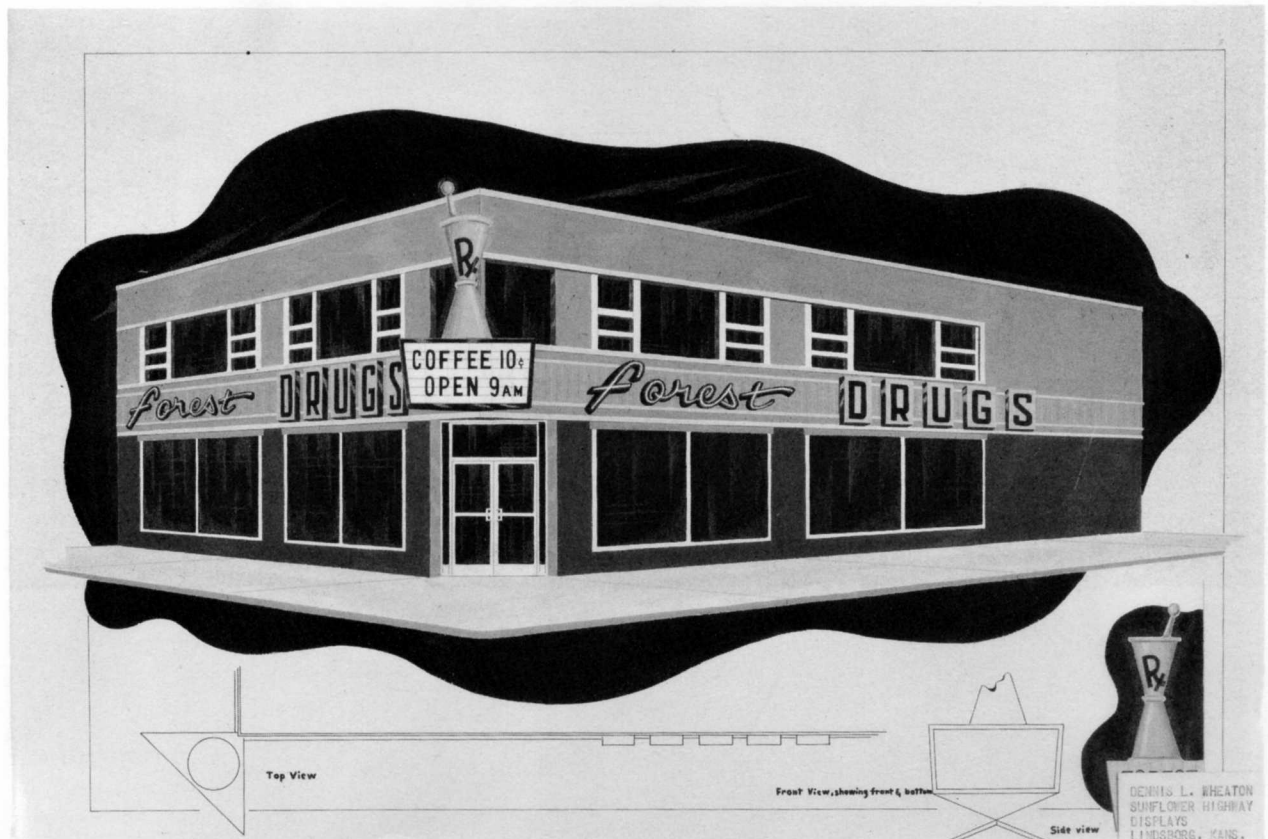
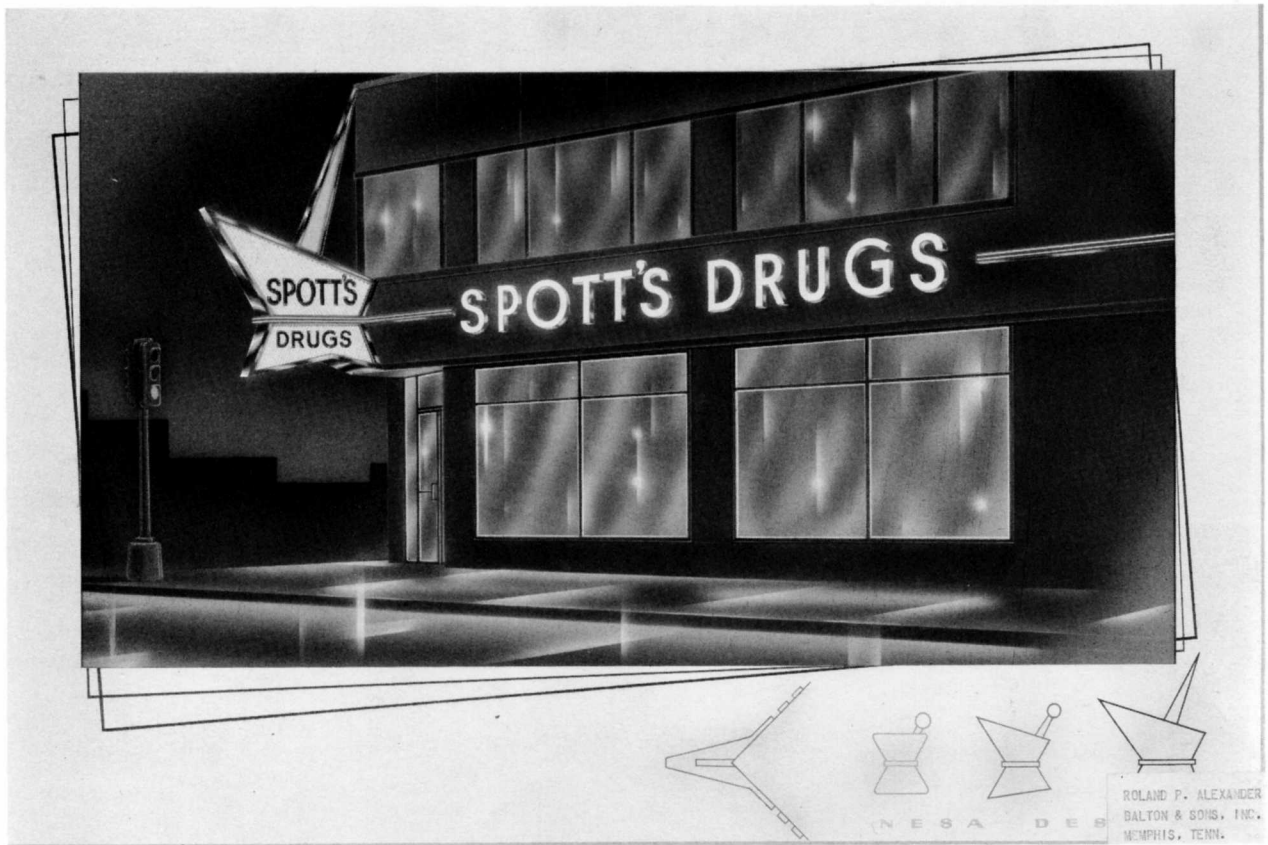


E.A. BLANEY  
ELECTRICAL PRODUCTS  
CORPORATION  
LOS ANGELES, CALIF.

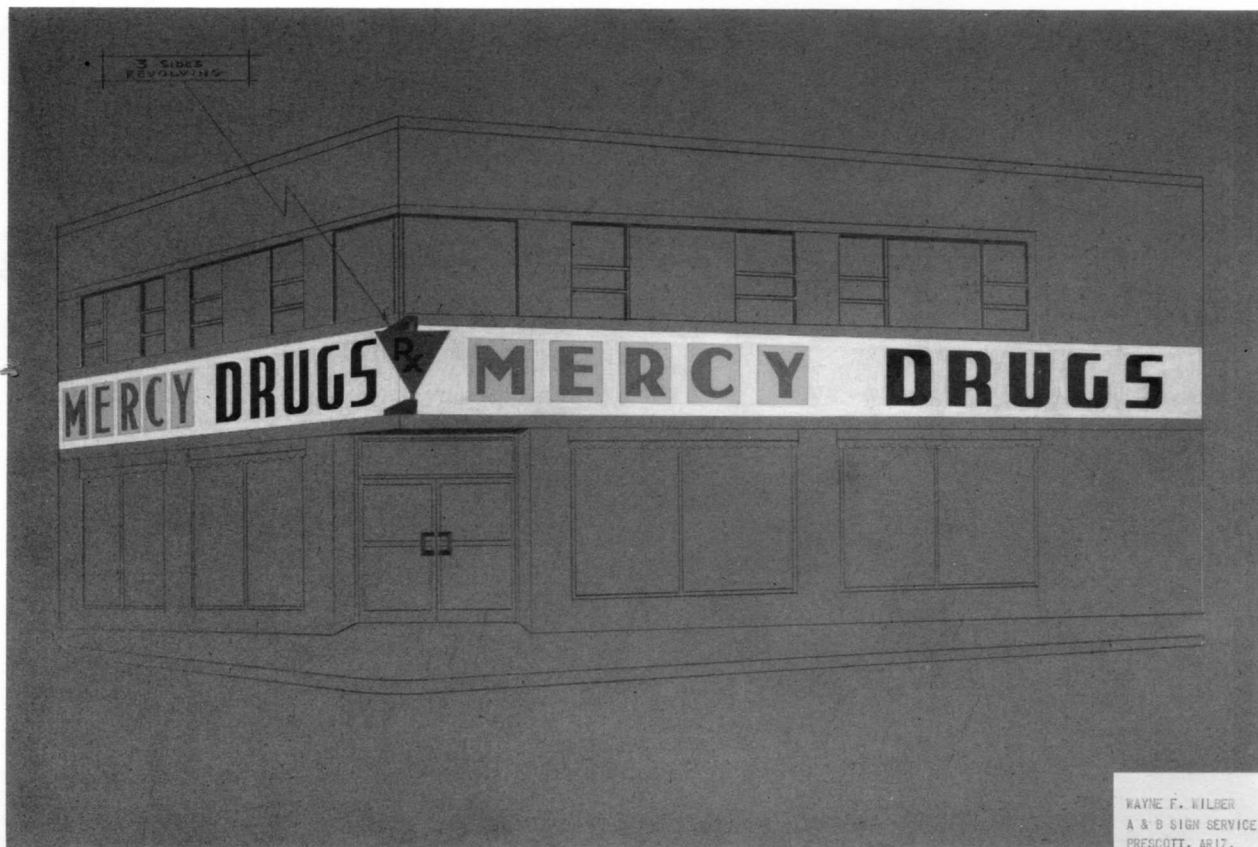
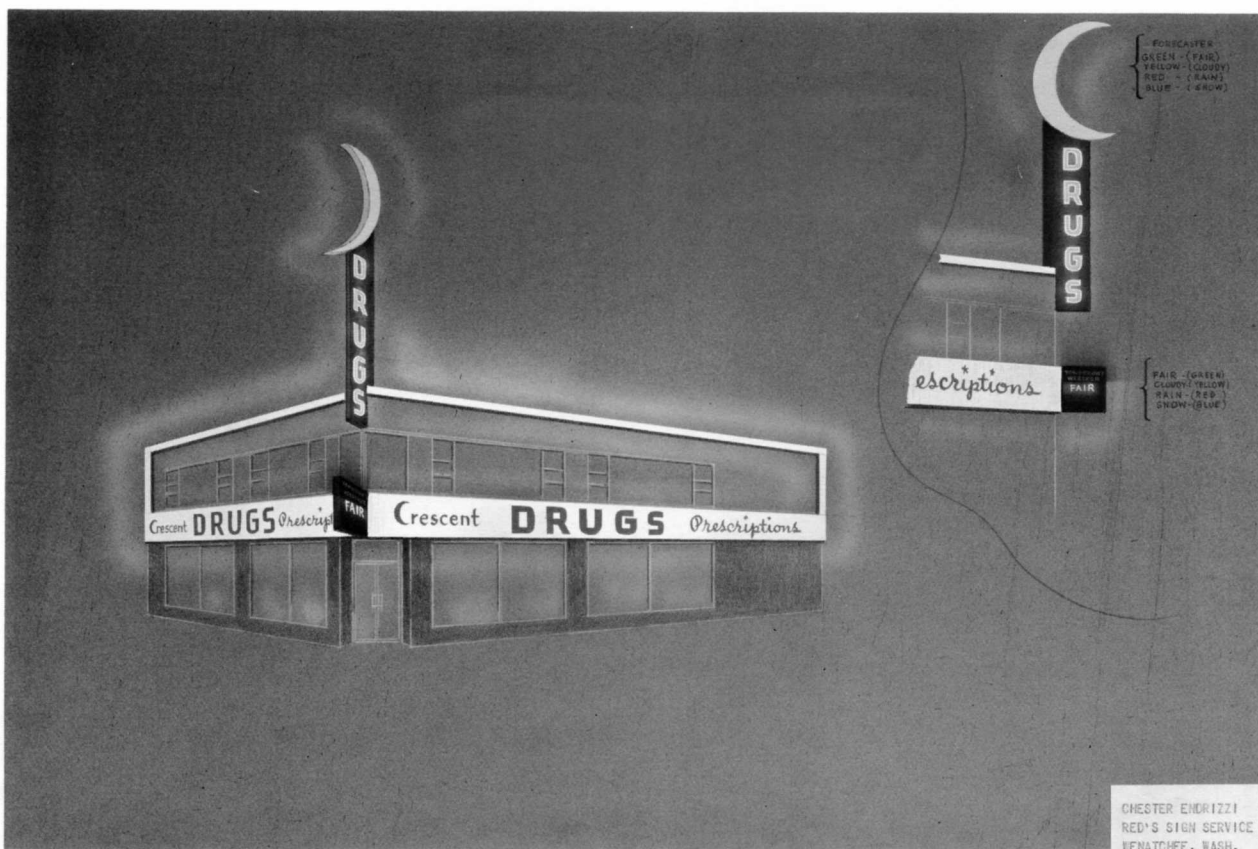


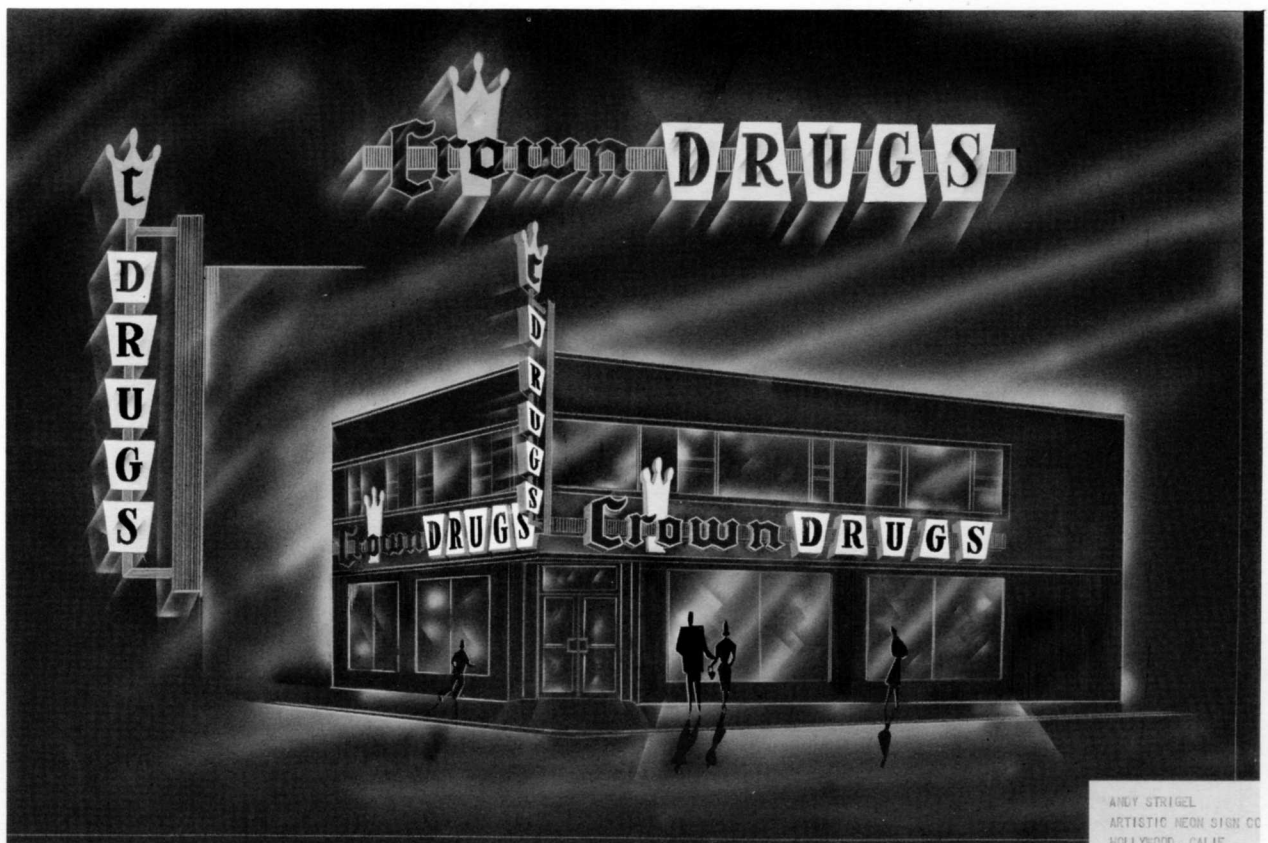
TOM RUNKLE  
ELECTRICAL PRODUCTS  
CORPORATION  
SANTA ANA, CALIF.

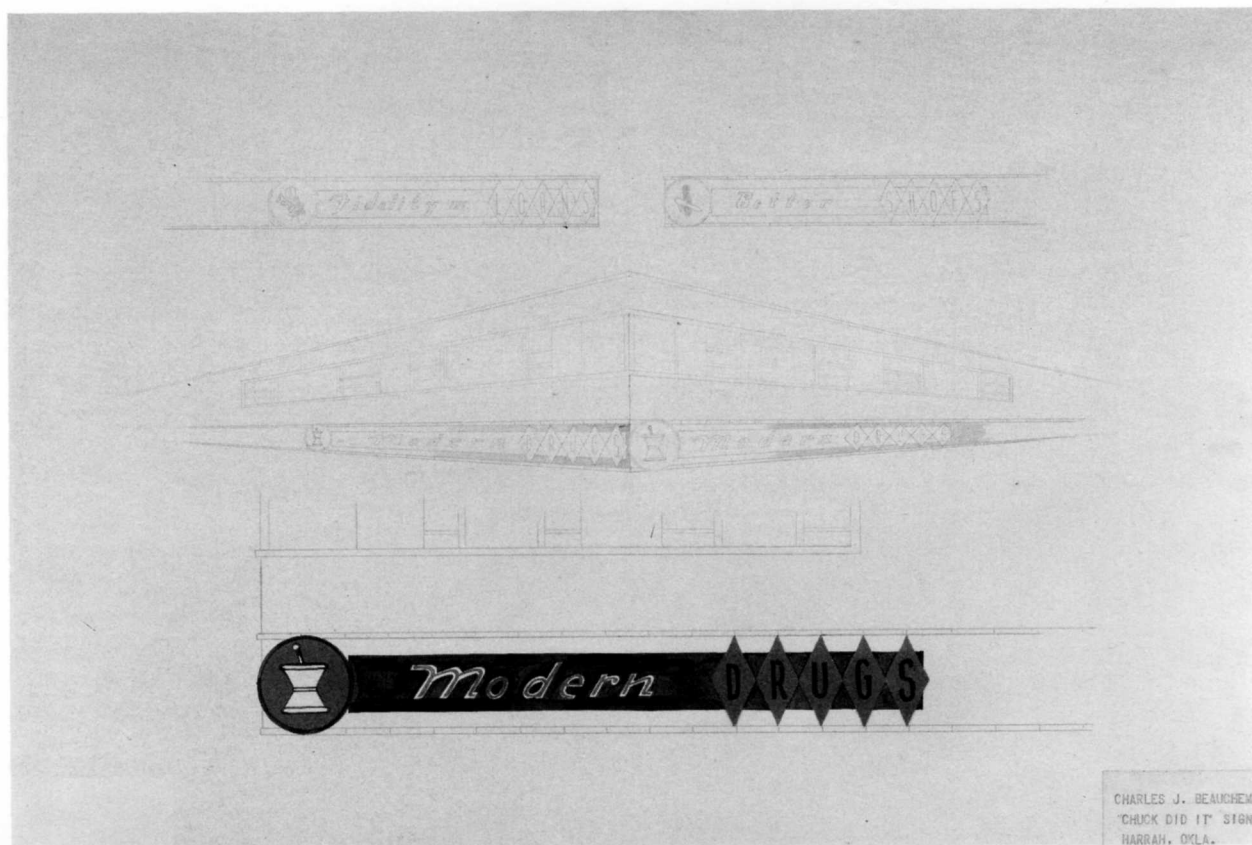
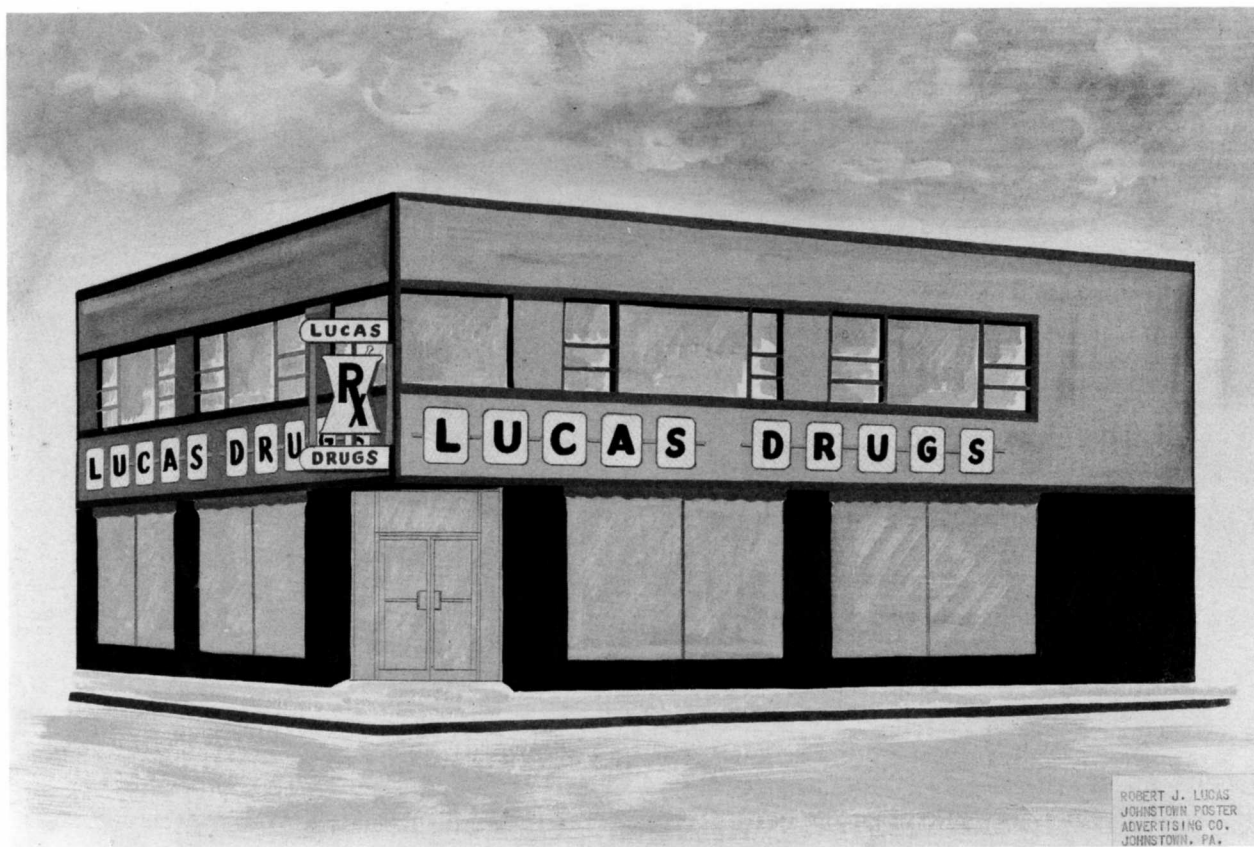




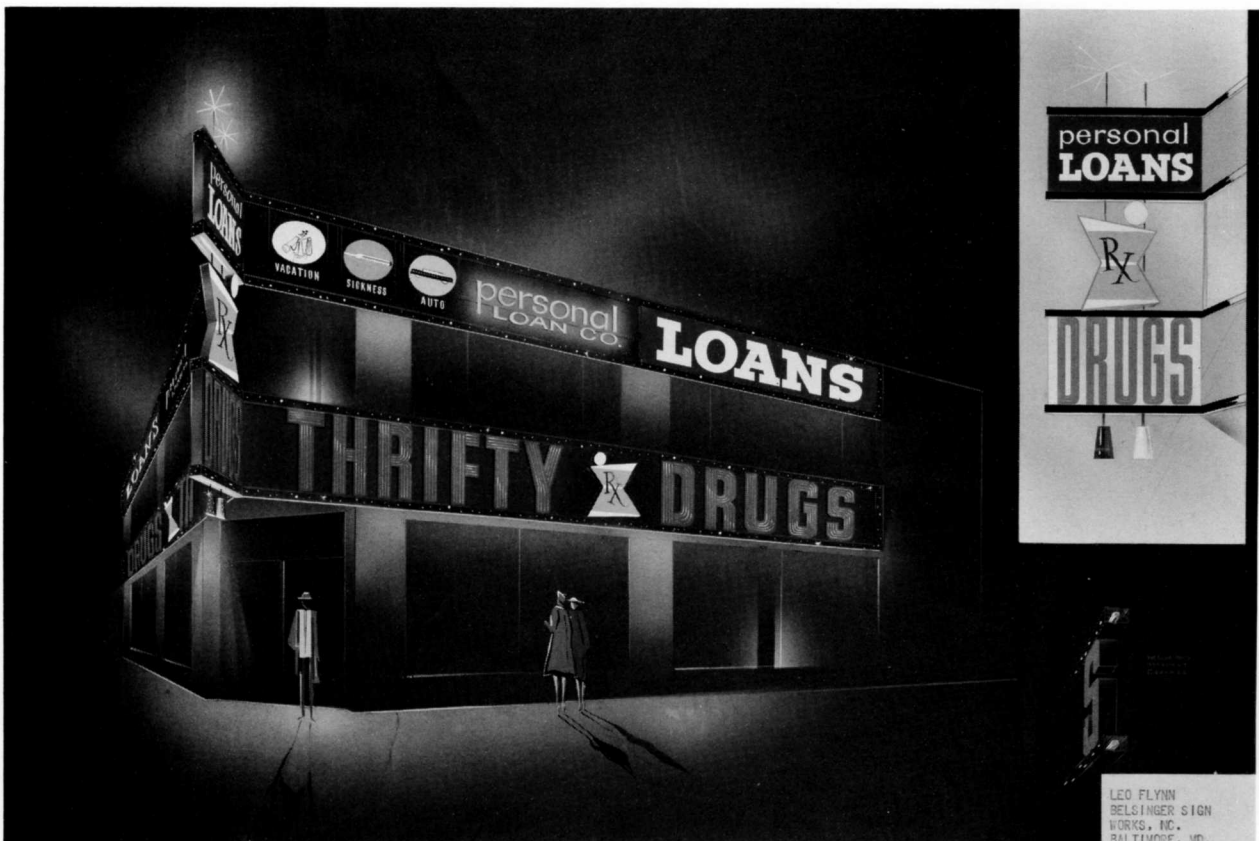
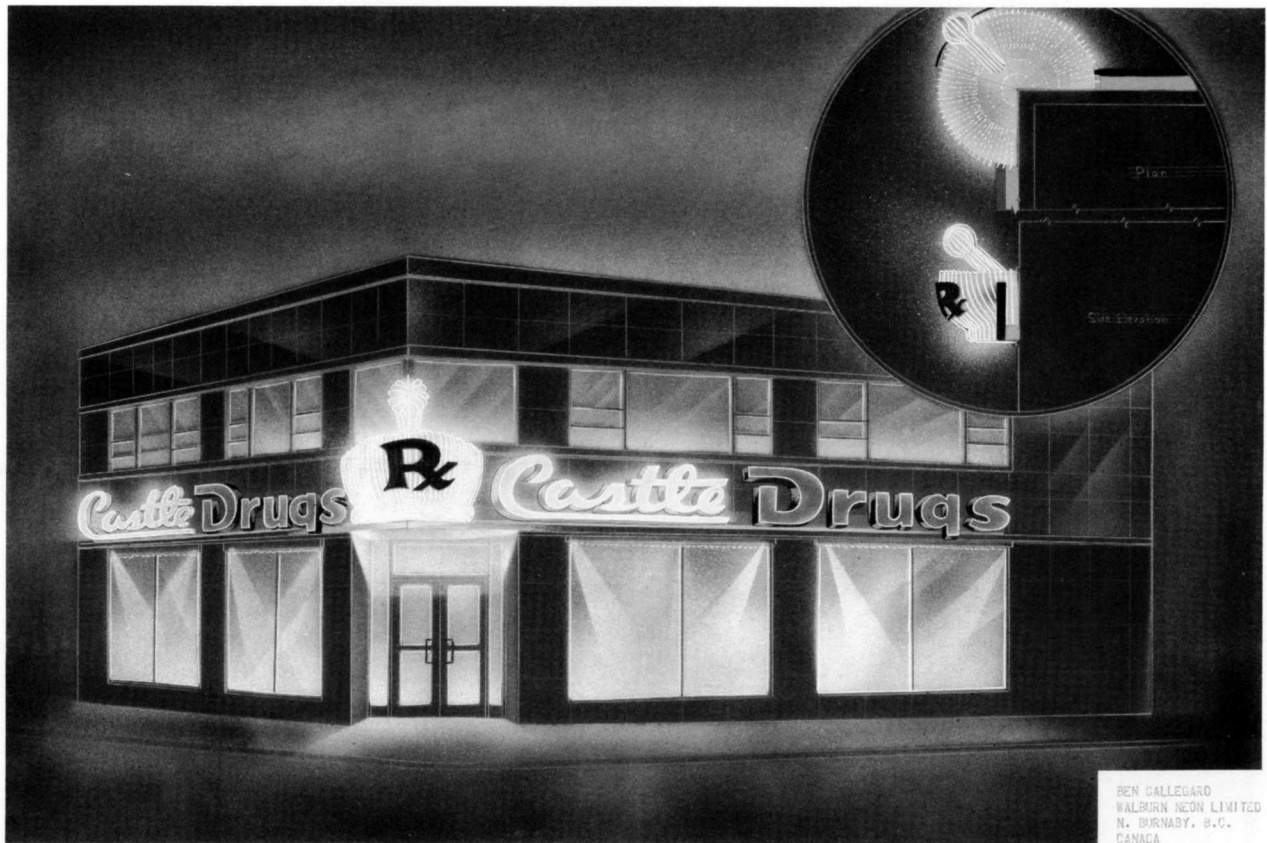


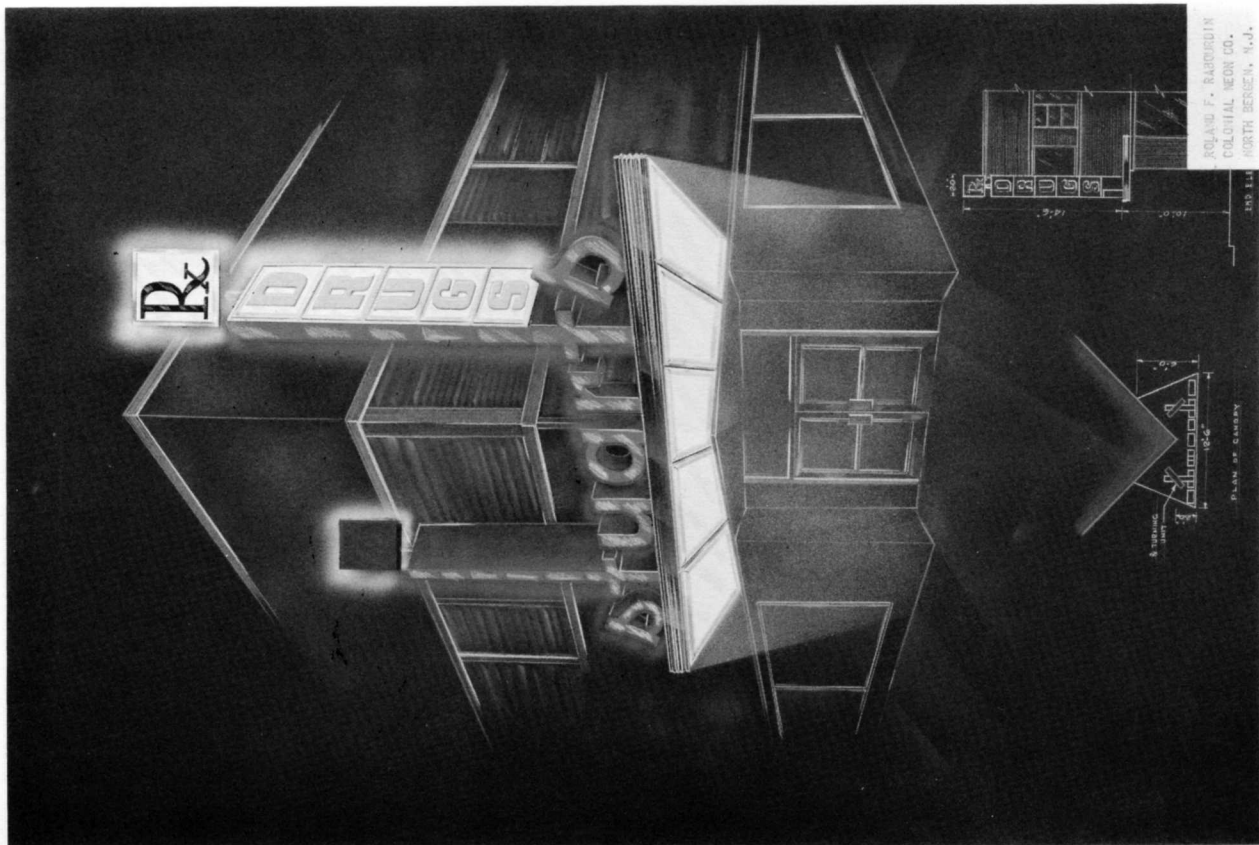


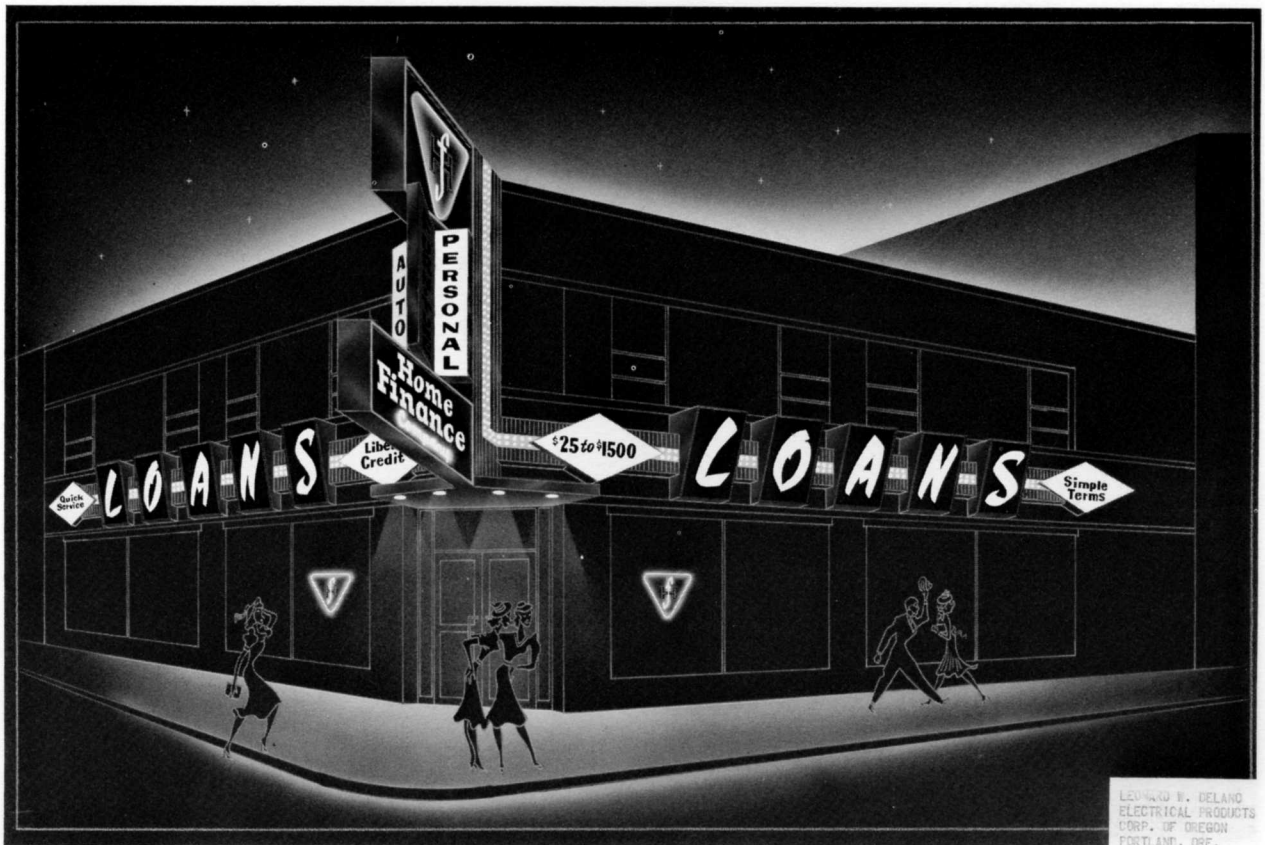




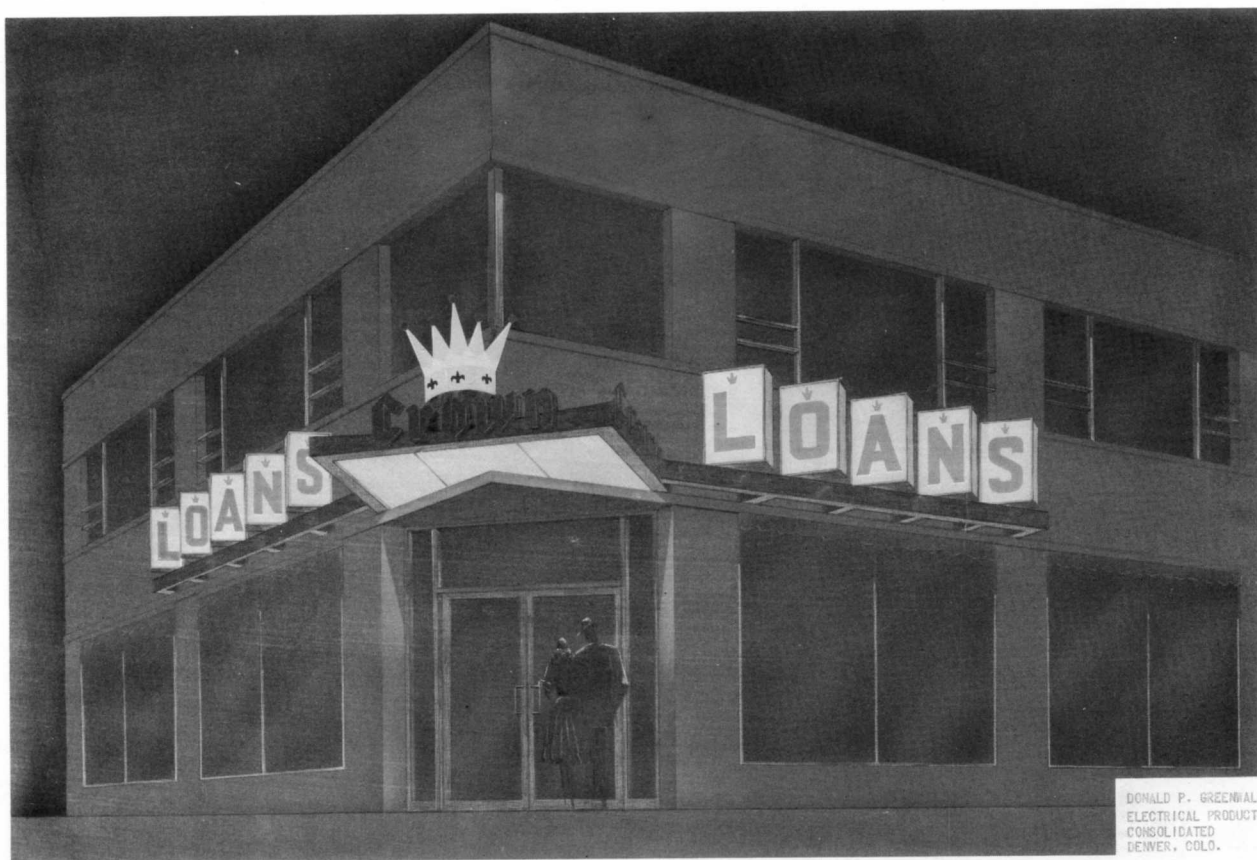


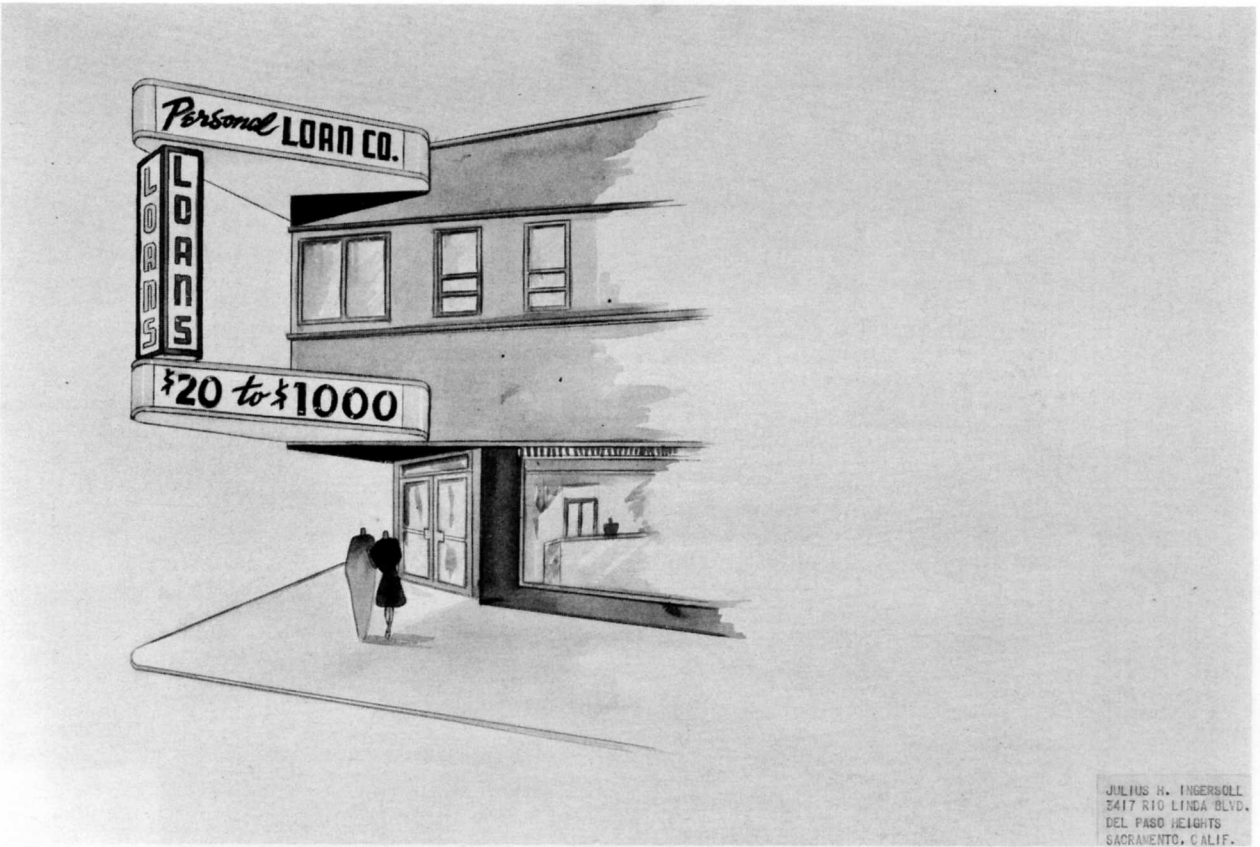






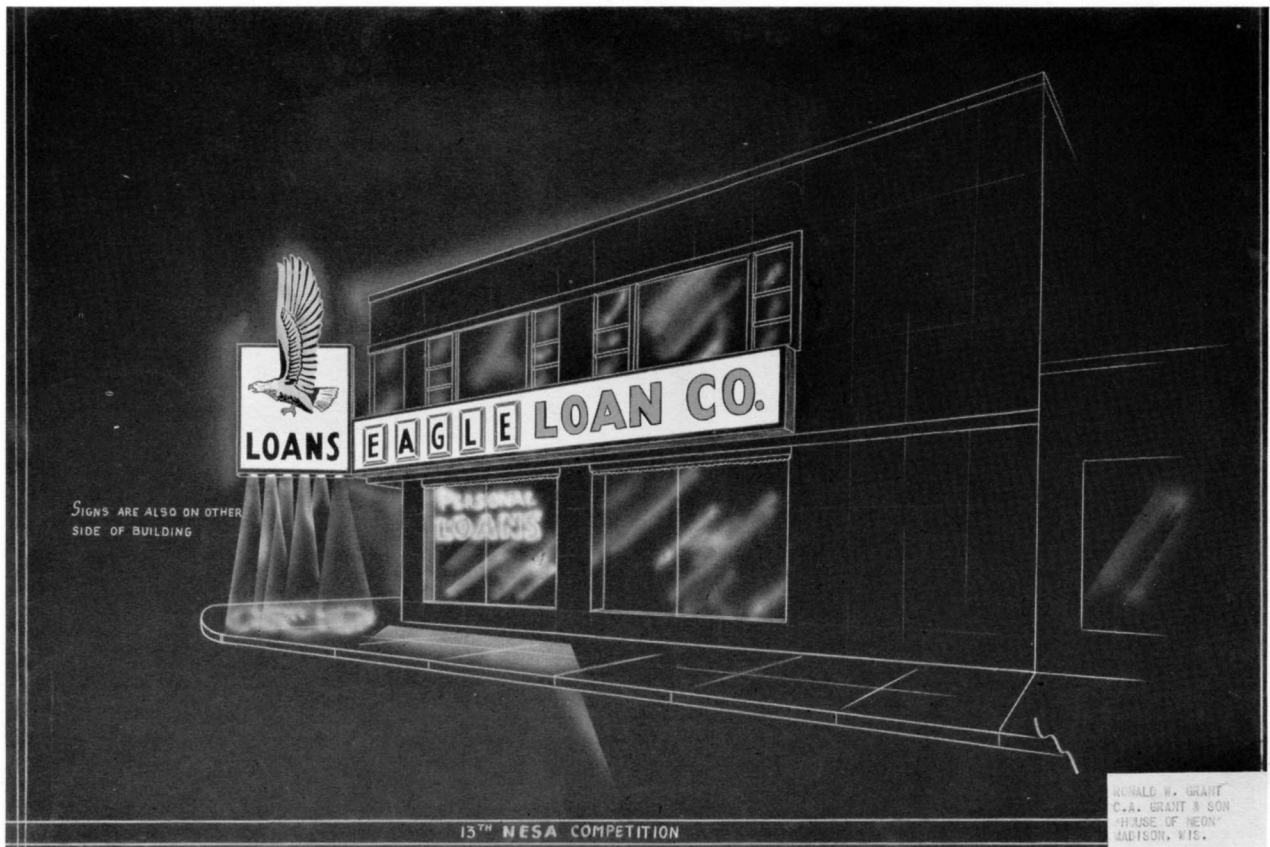


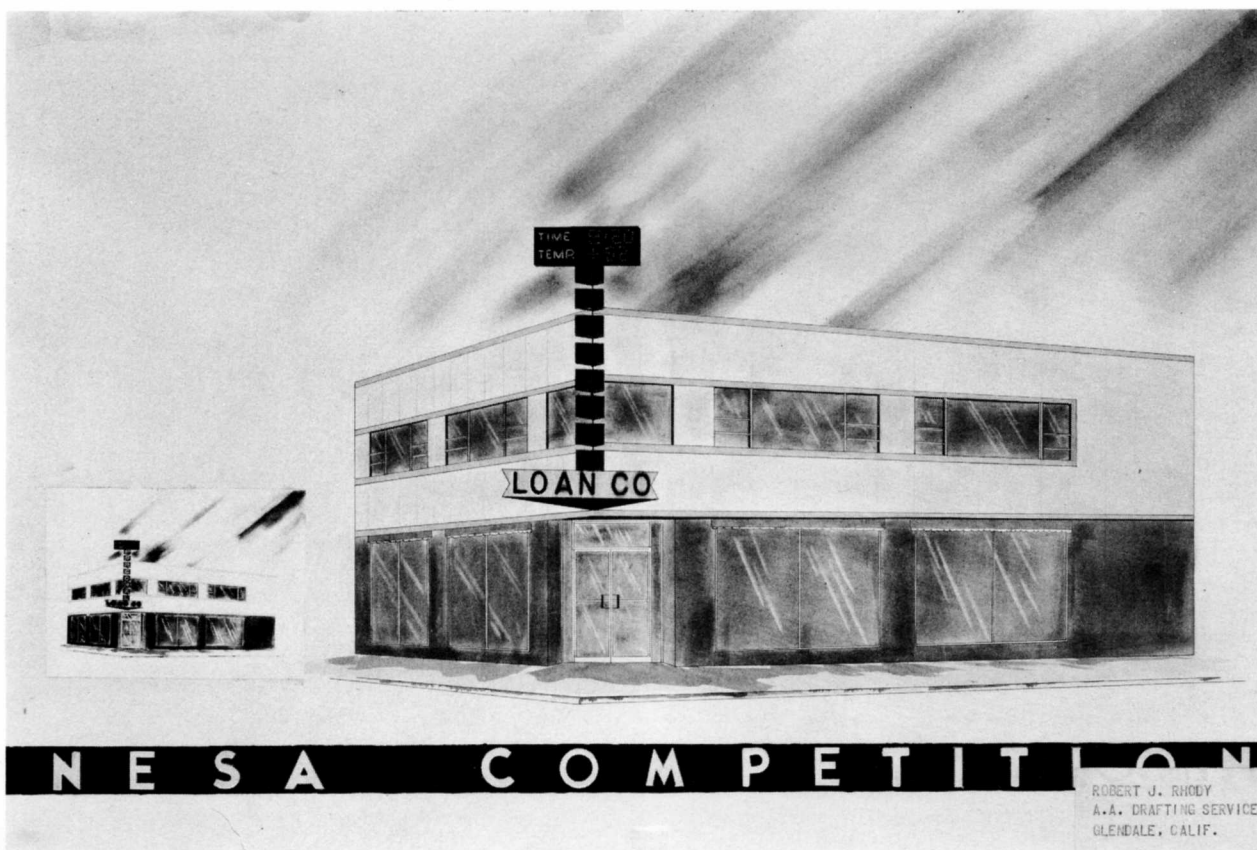






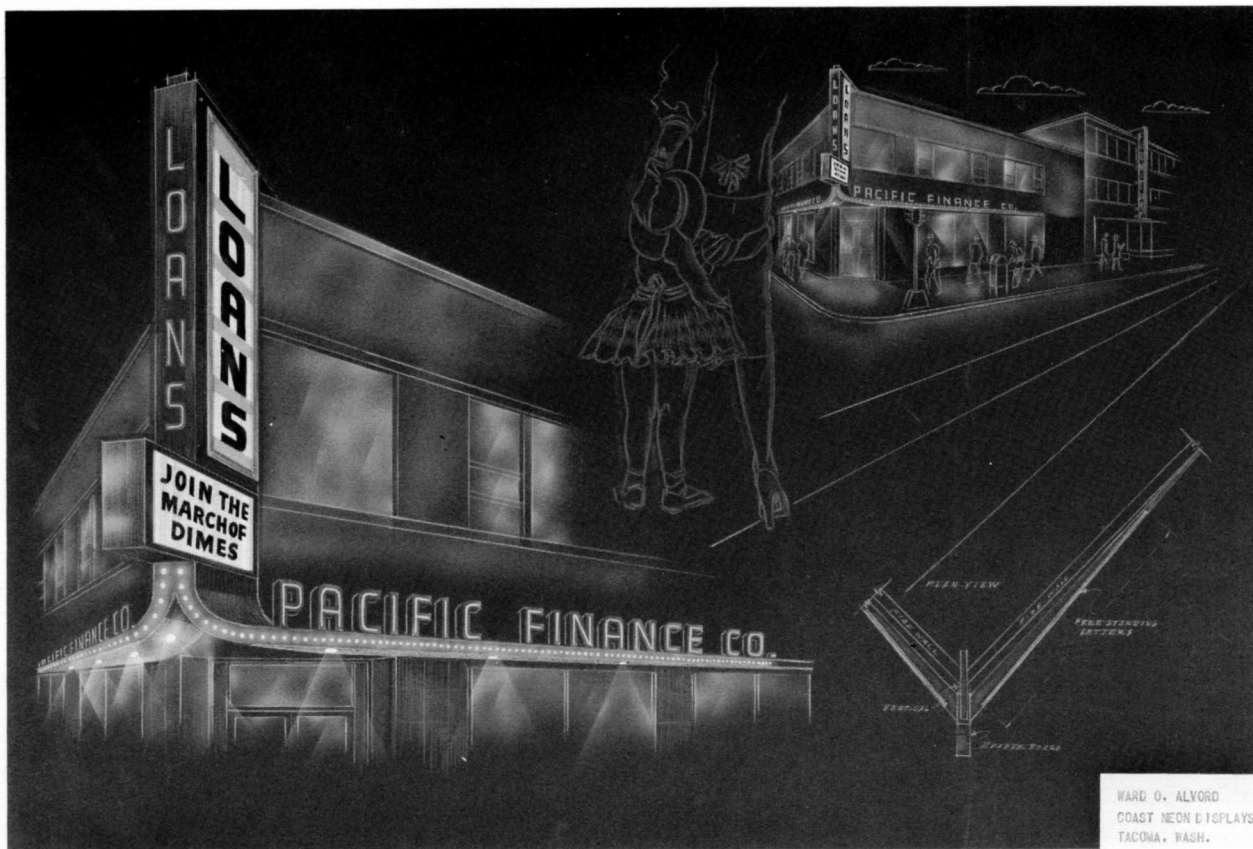


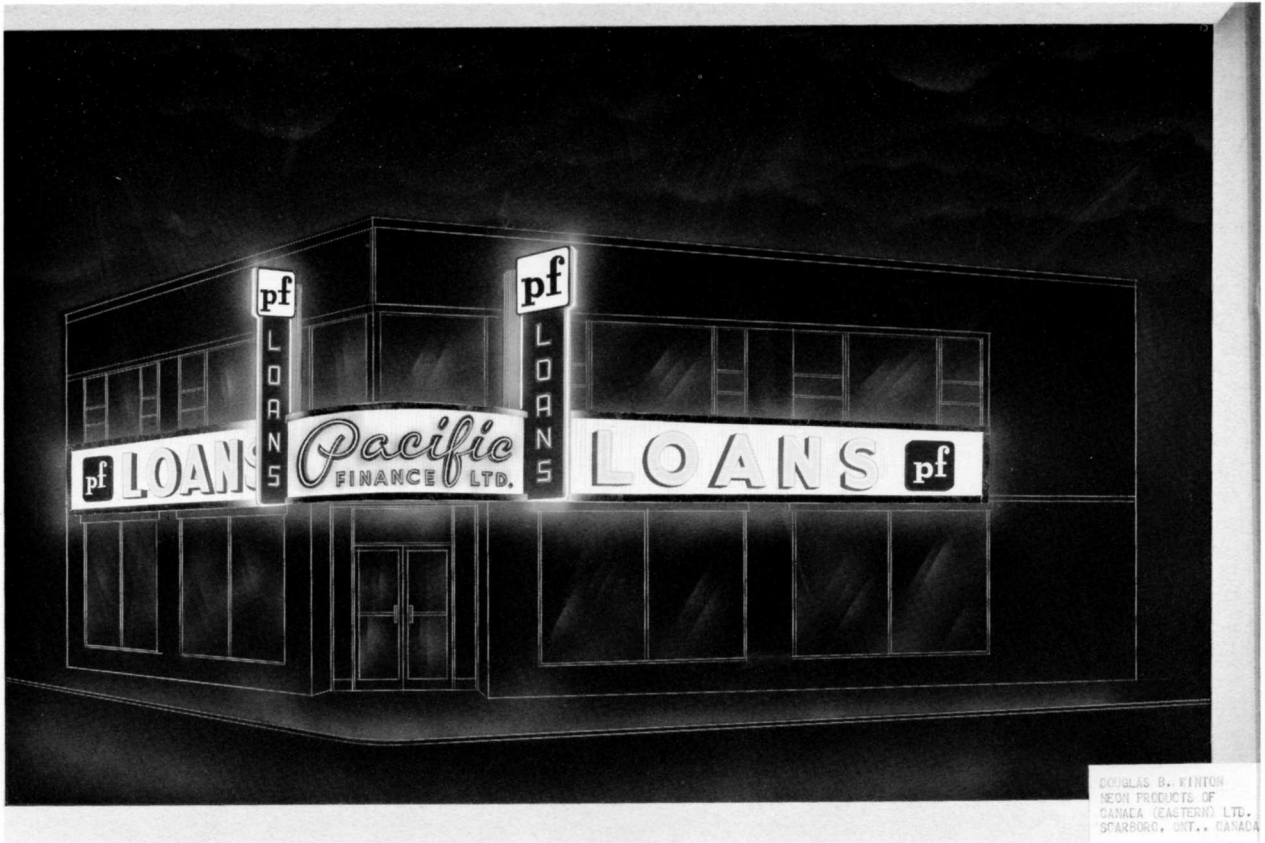












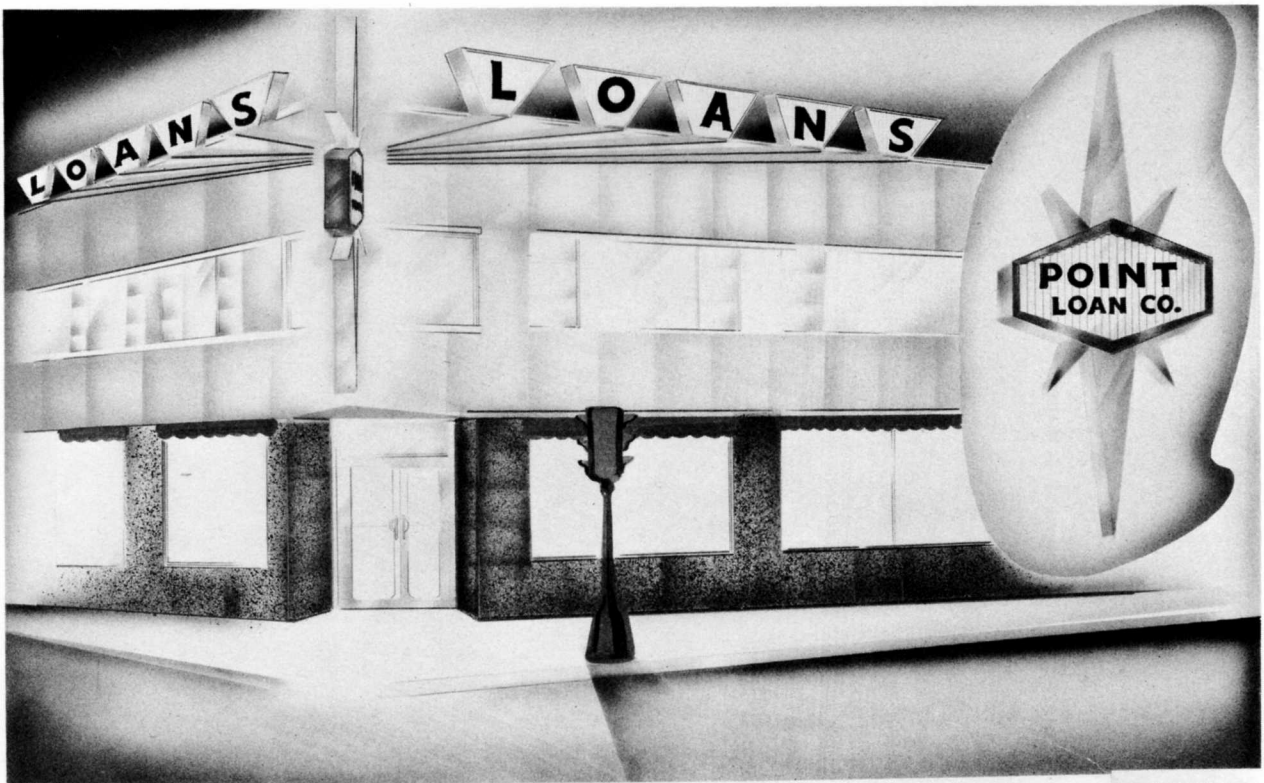


CLAUDE BROWNING  
LEWIS SIGN CO.  
MEMPHIS, TENN.



WILLIAM L. HUGHES  
DISPLAY DEPARTMENT  
ELECTRIC POWER BOARD  
OF CHATTANOOGA  
CHATTANOOGA, TENN.

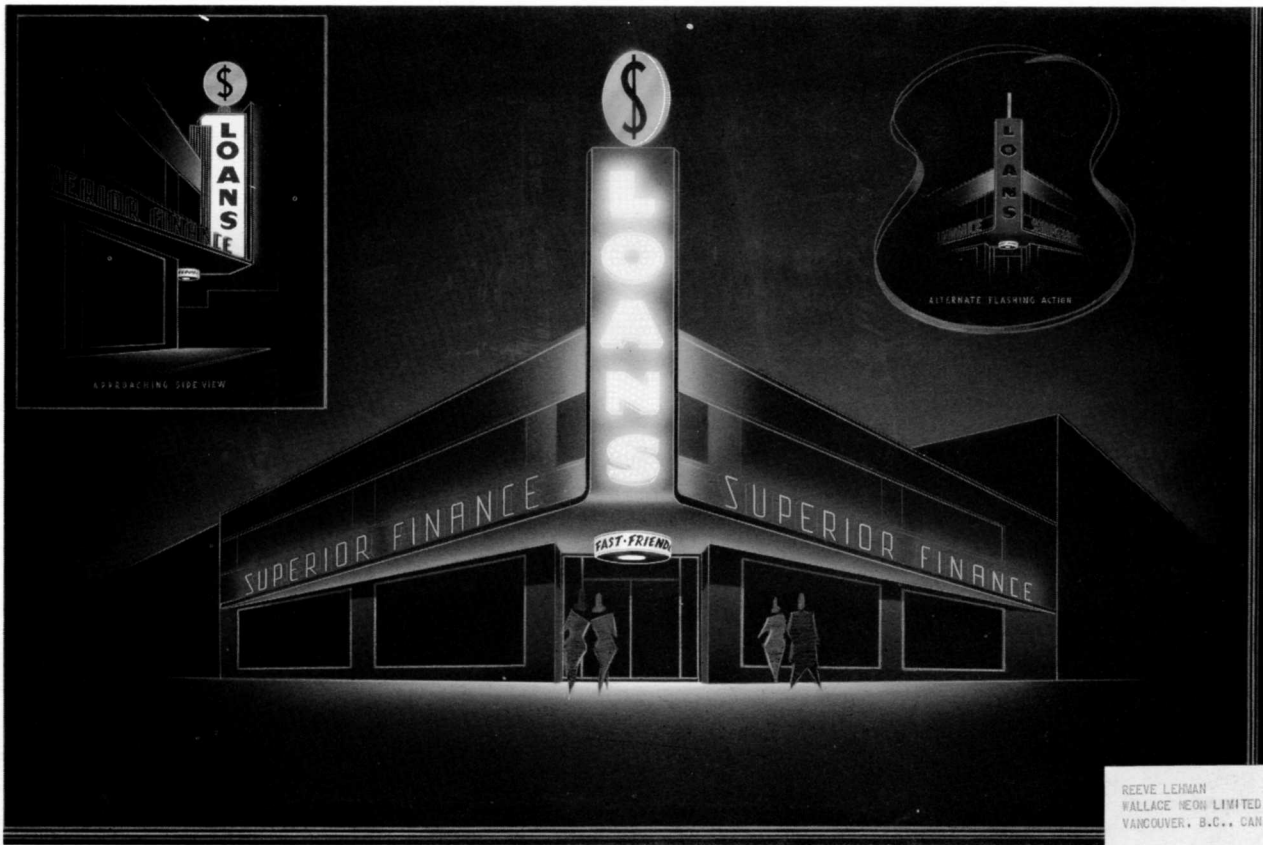




JOSEPH A. KOHAR  
RA-LITE NEON  
SIGN COMPANY  
COLUMBUS, OHIO

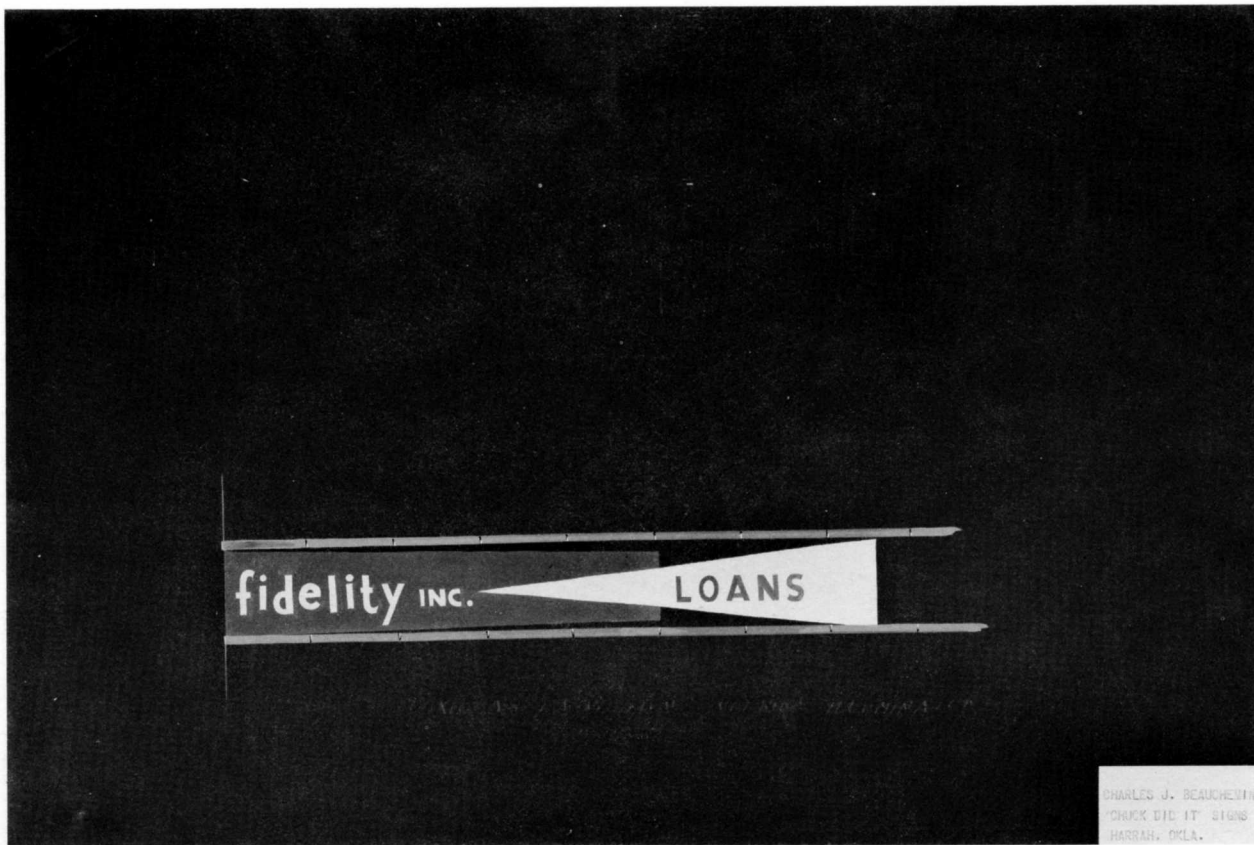


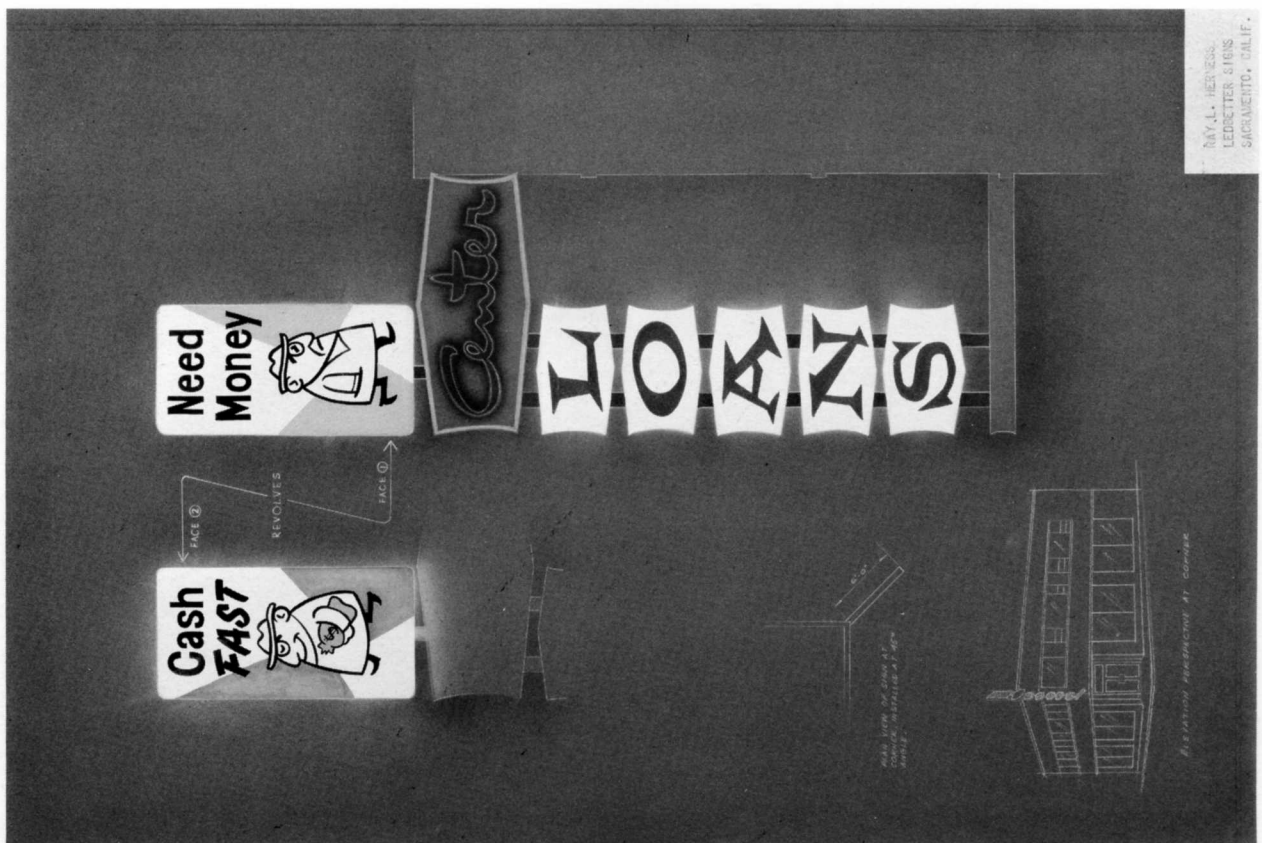
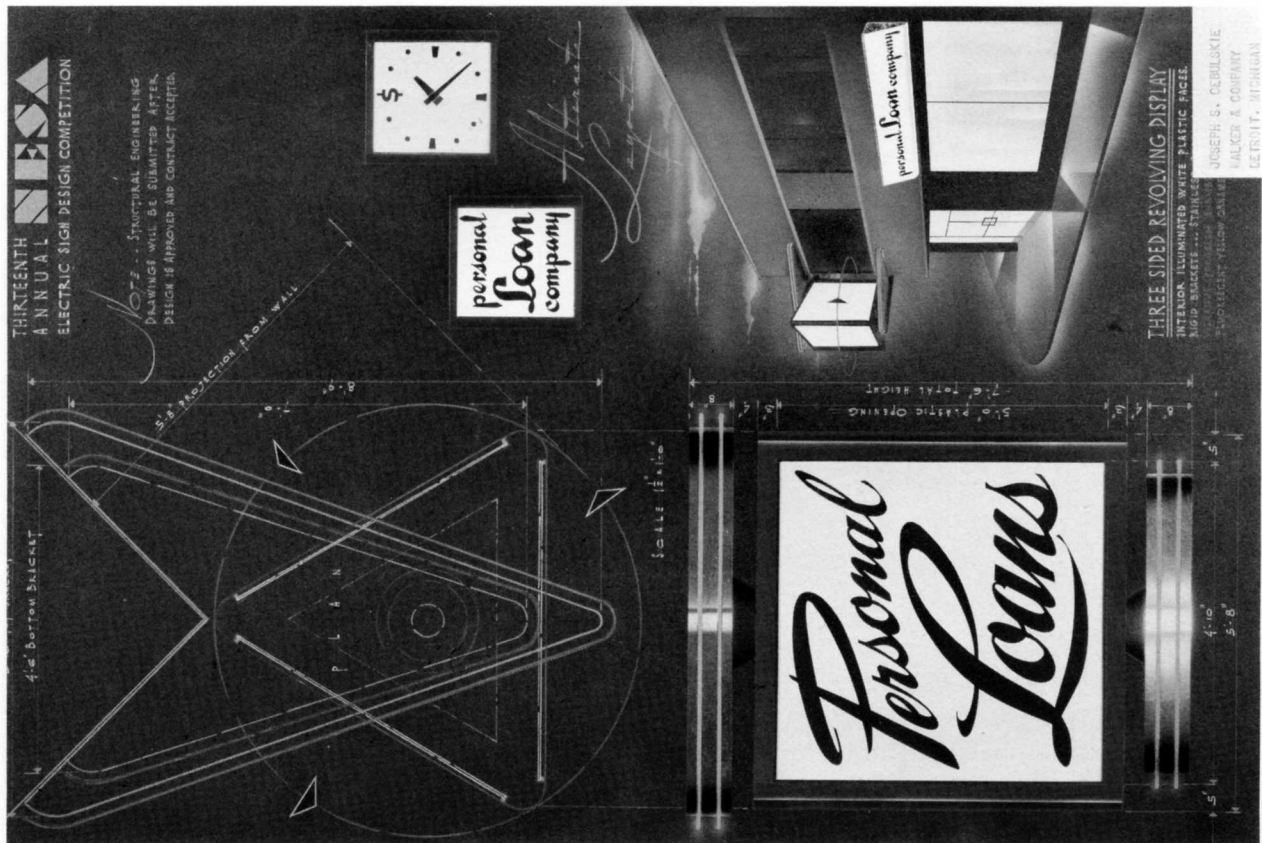
WILLIAM E. MC CLURG  
THE QUEHL SIGN CO.  
CINCINNATI, OHIO

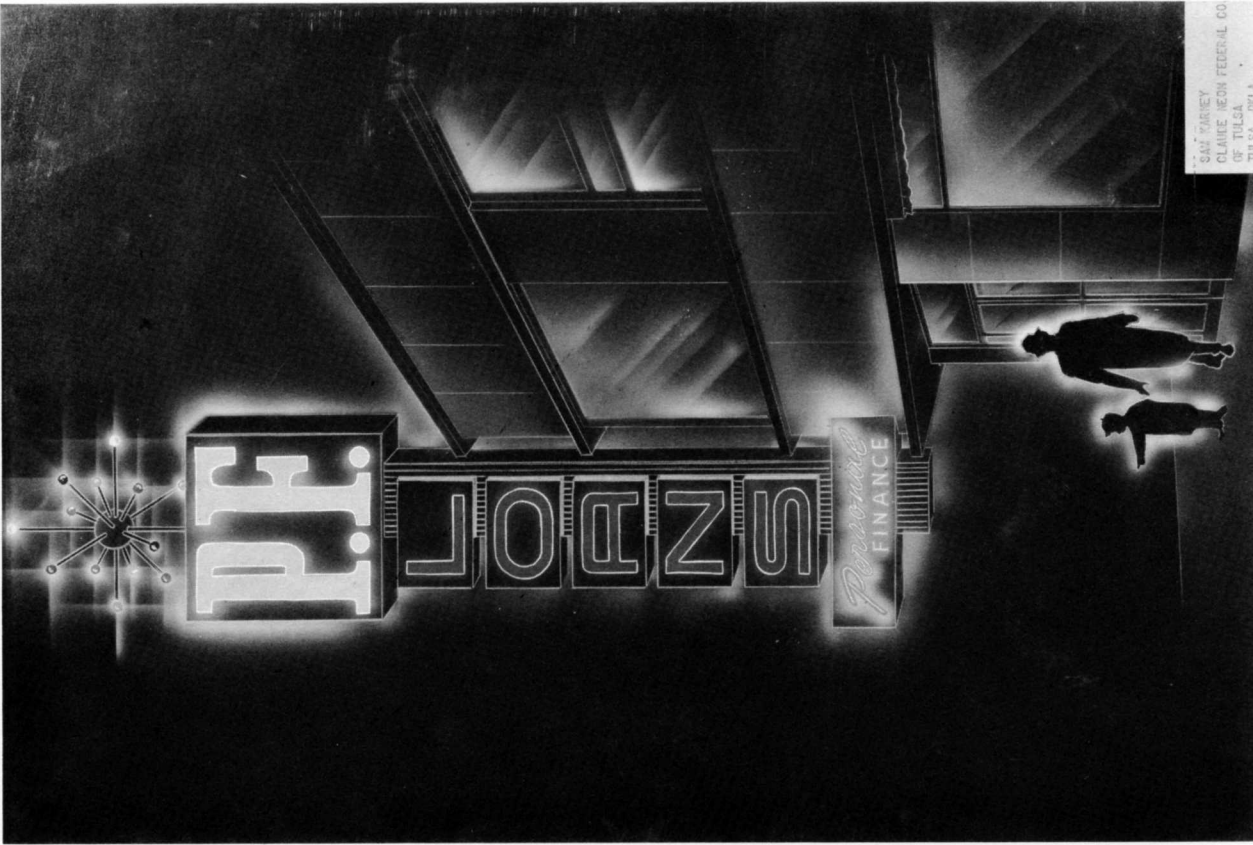




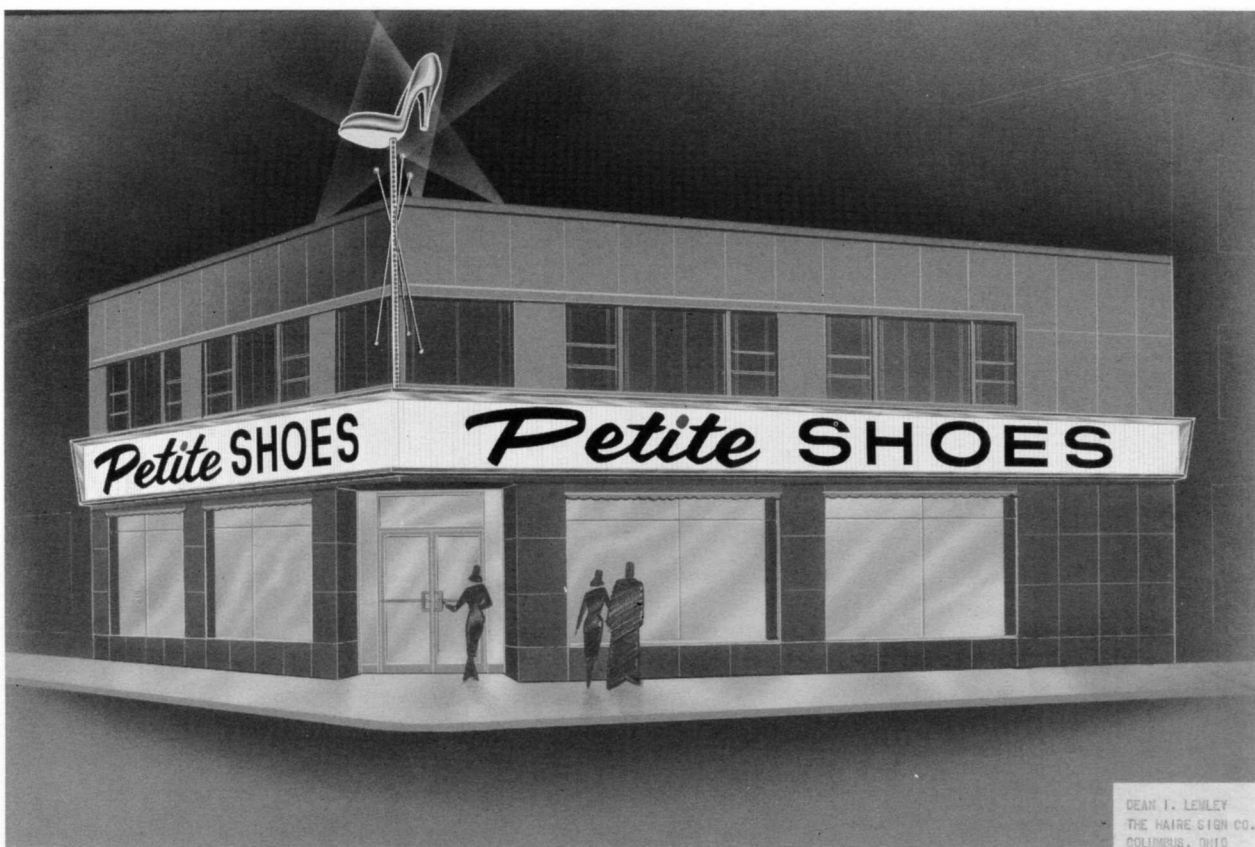


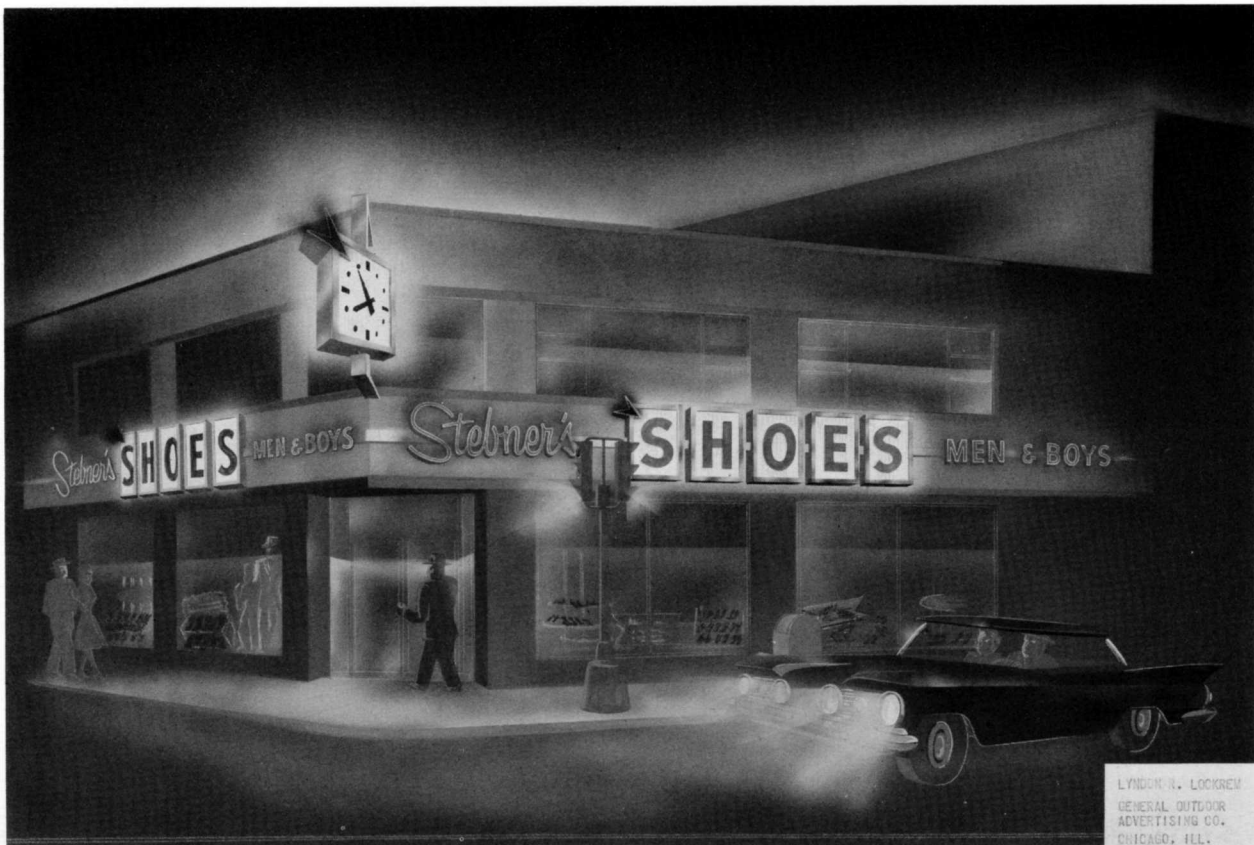
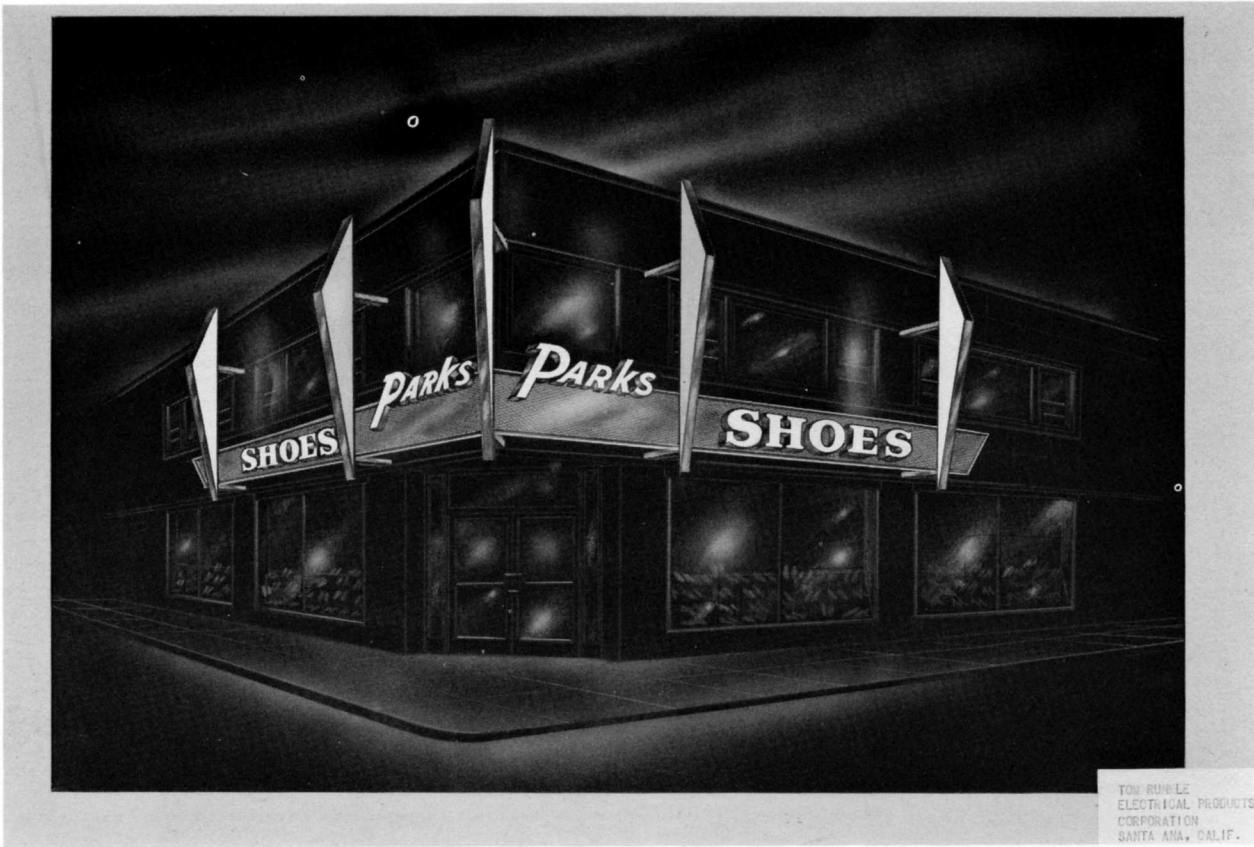


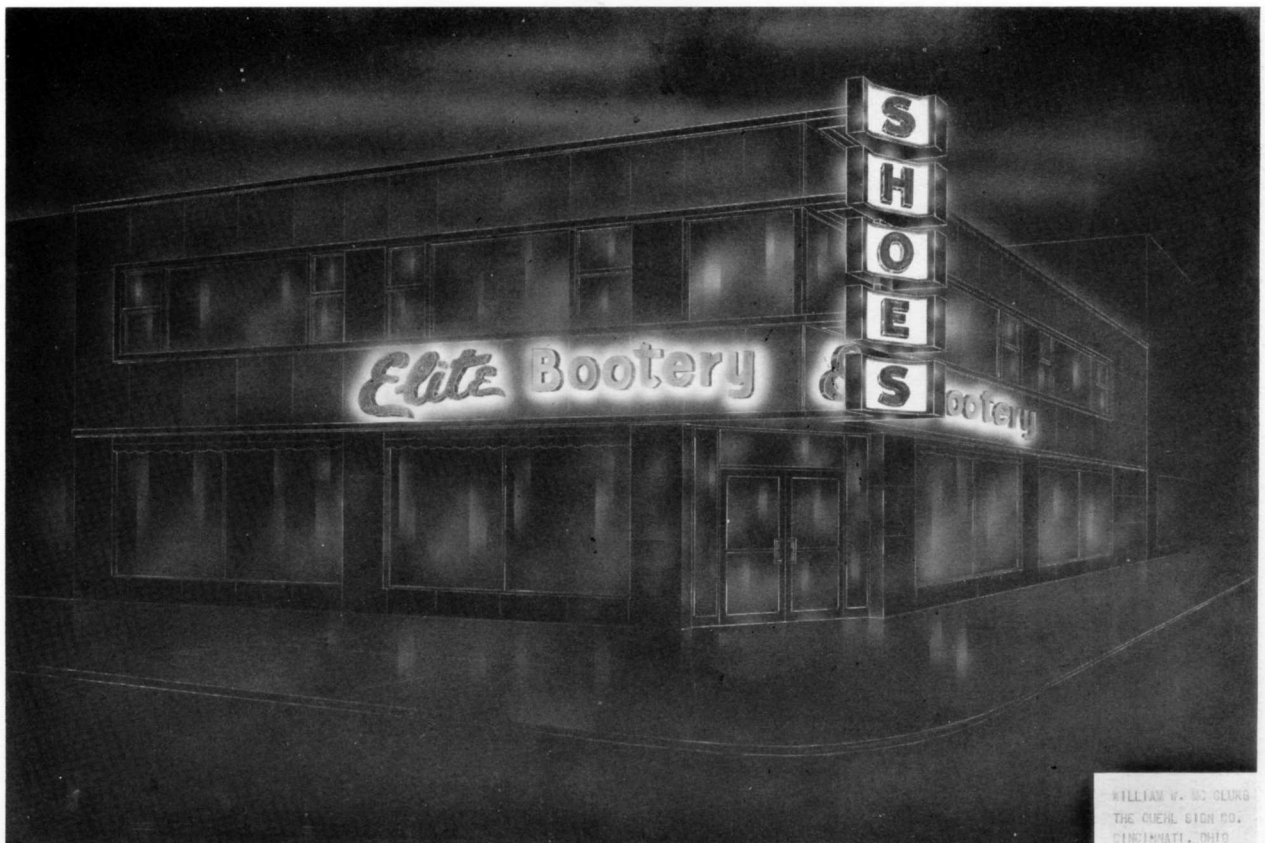
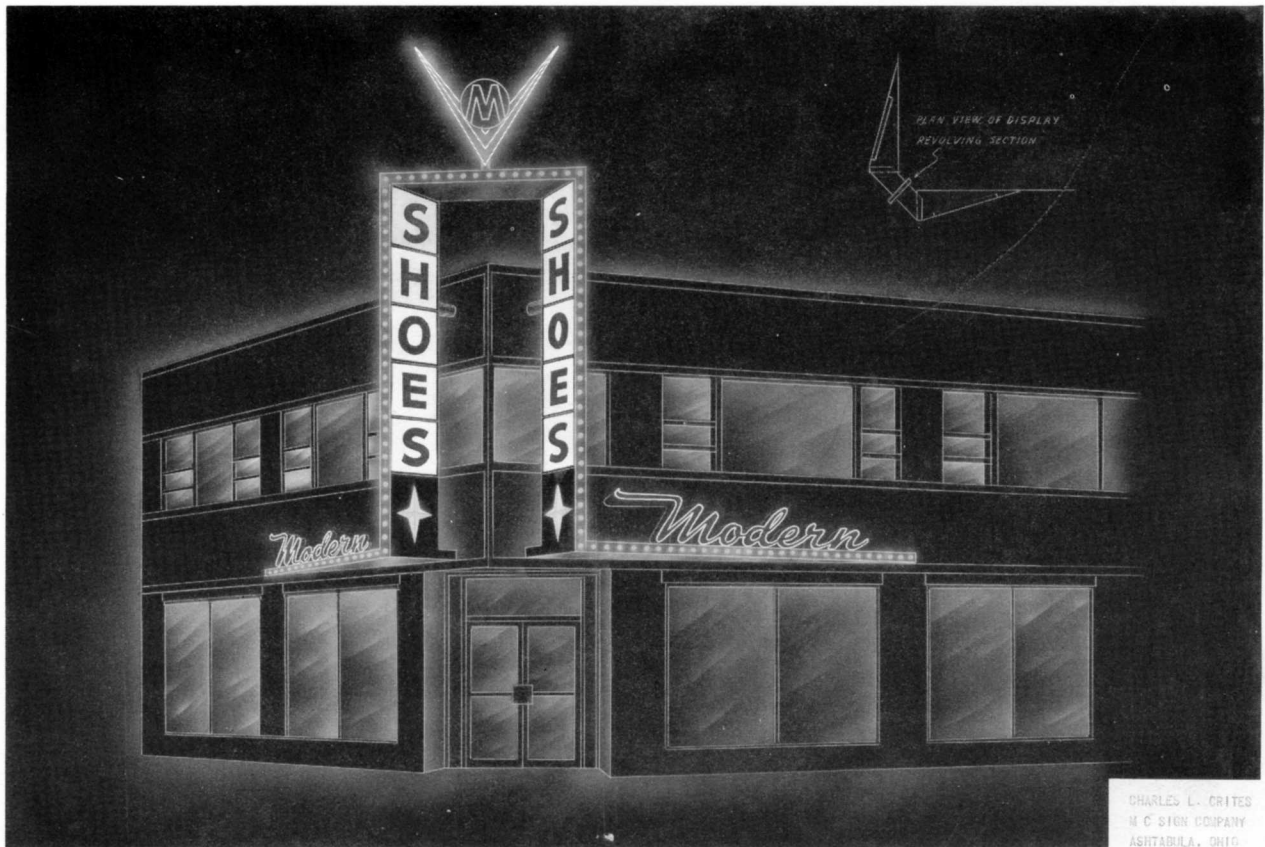




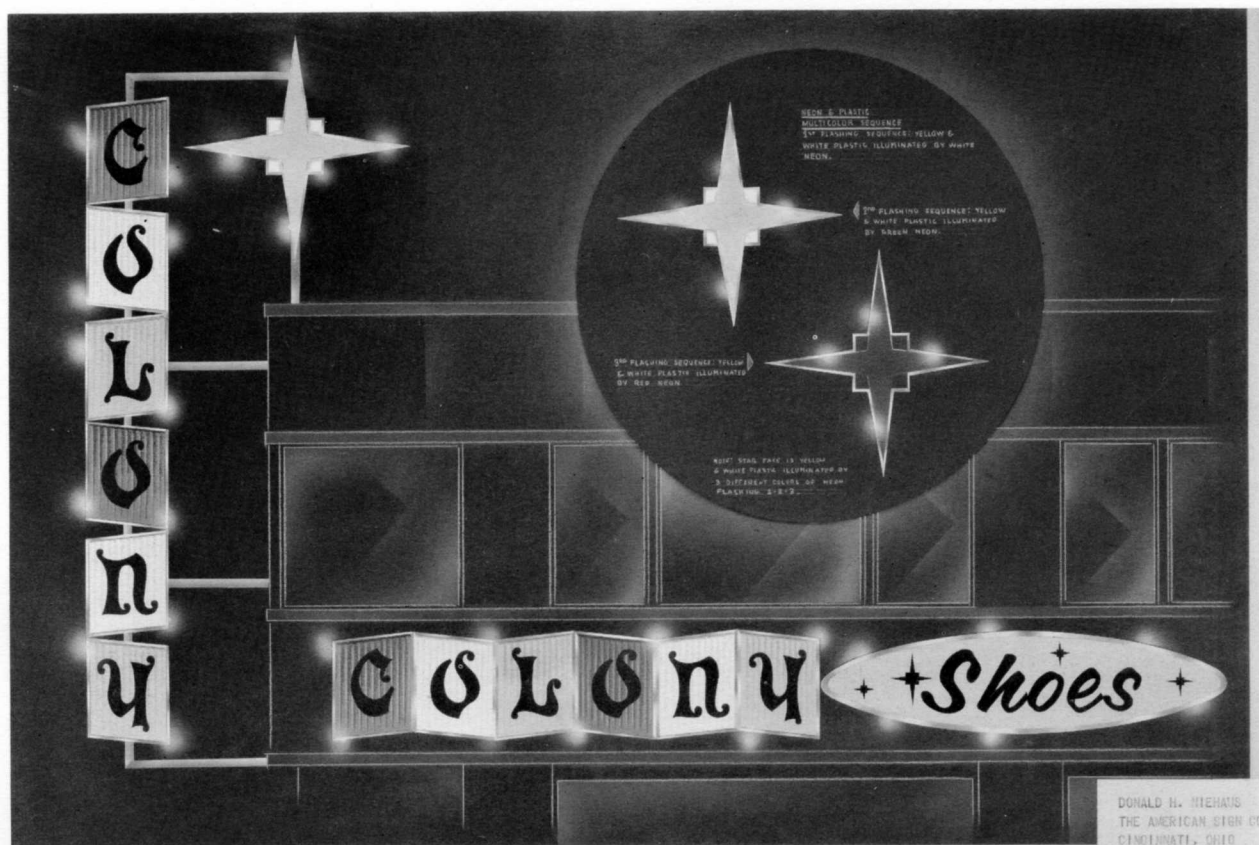
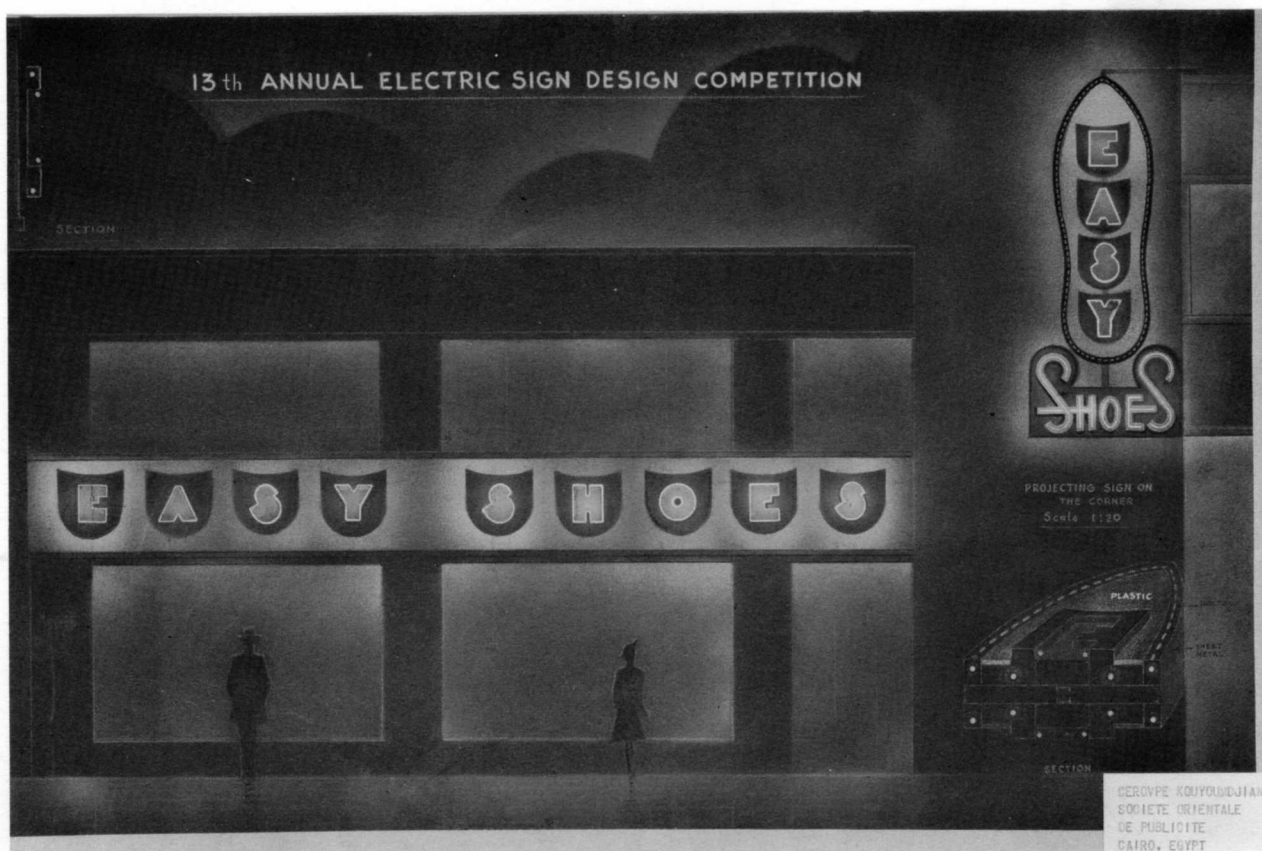


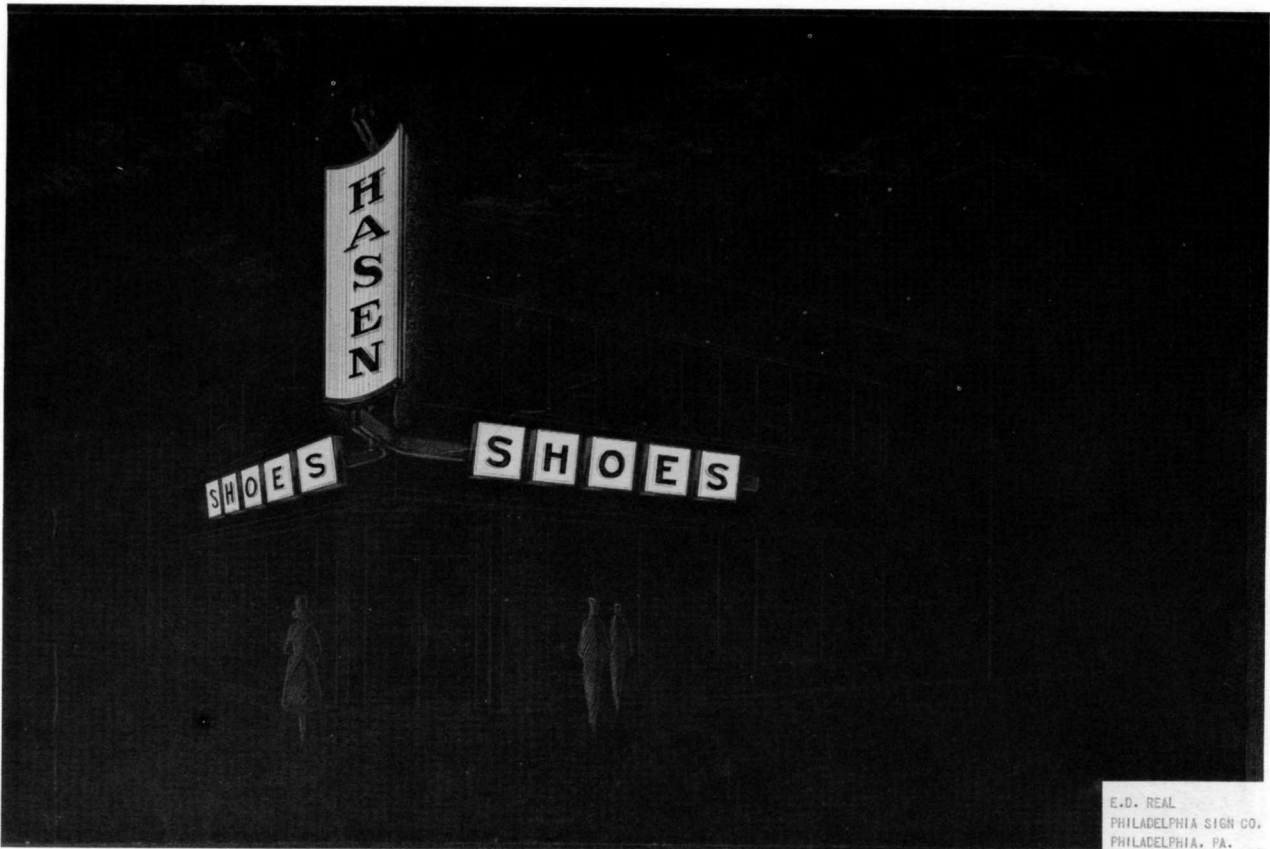








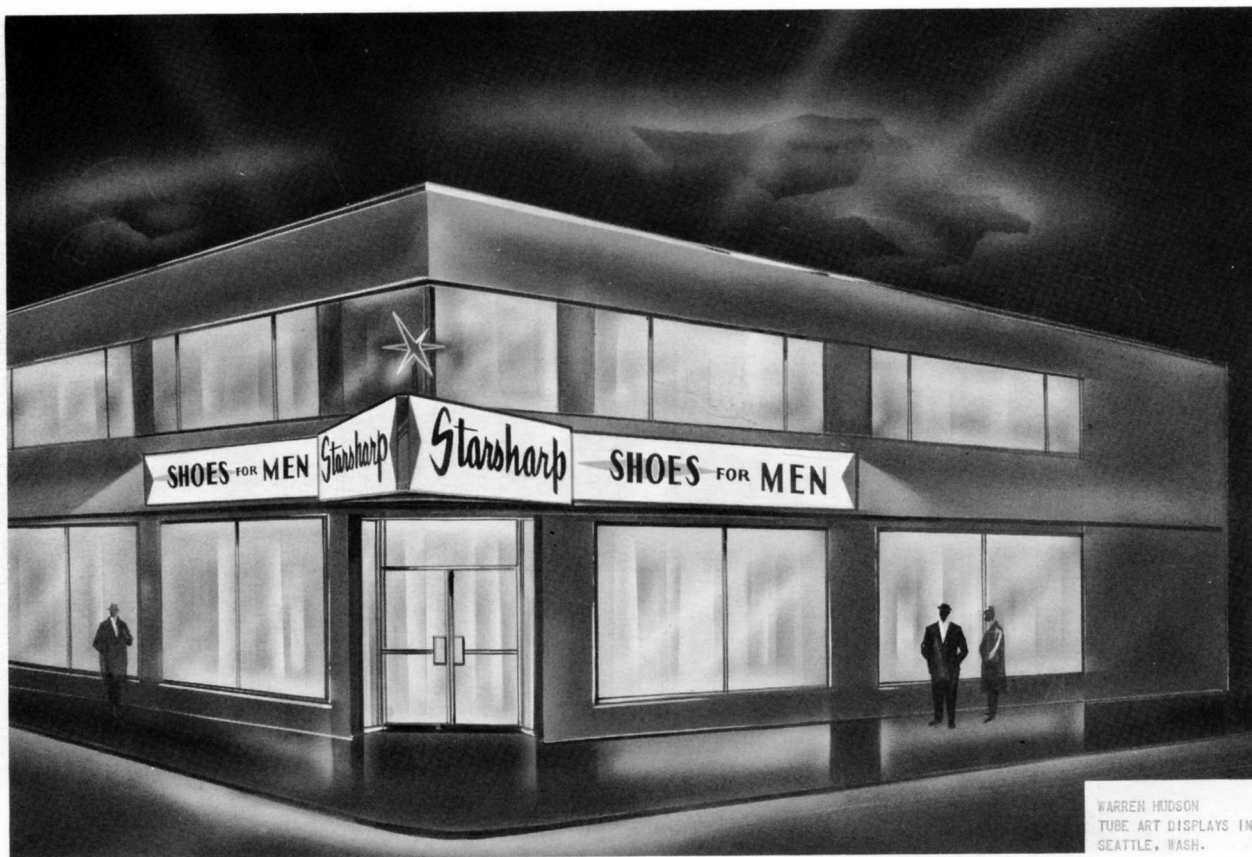




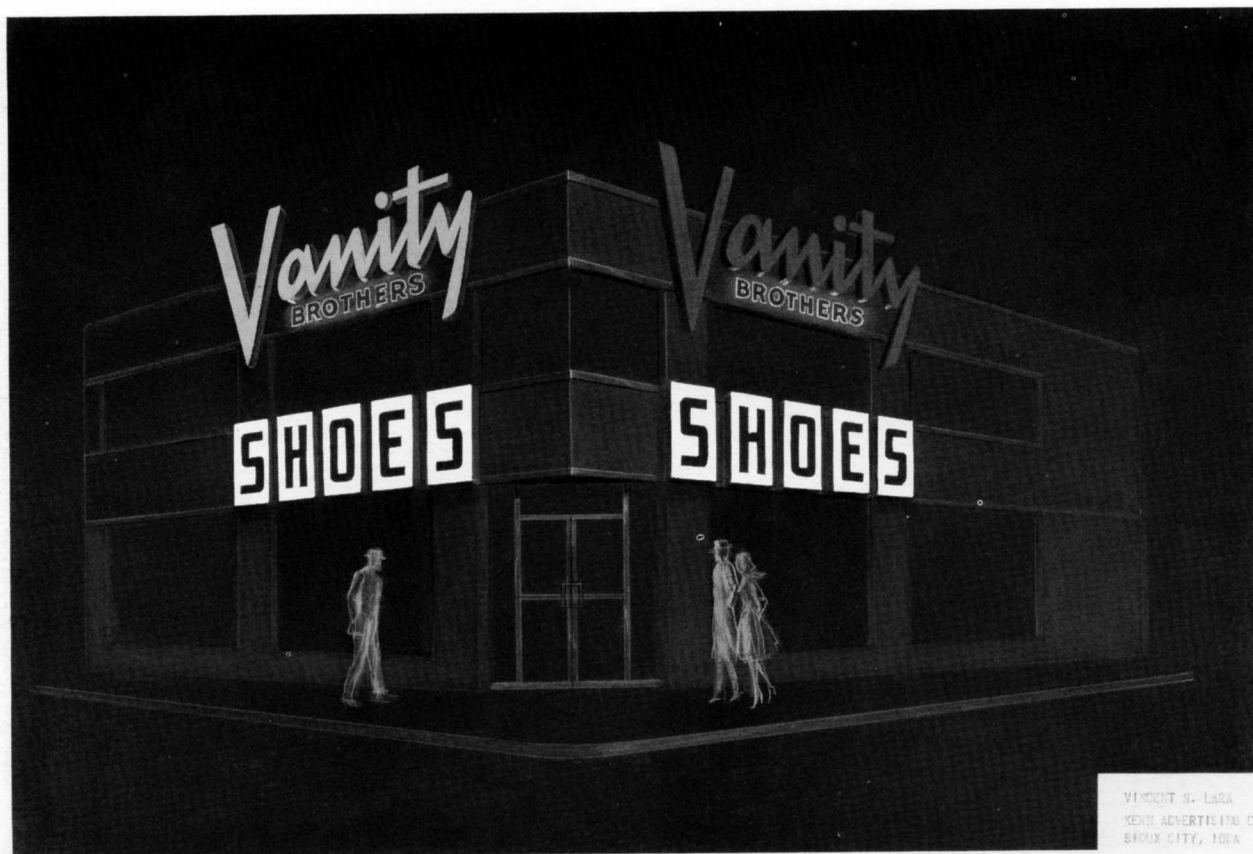
E.D. REAL  
PHILADELPHIA SIGN CO.  
PHILADELPHIA, PA.



M.F. SESSIONS  
GRS NEON CORPORATION  
LOS ANGELES, CALIF.

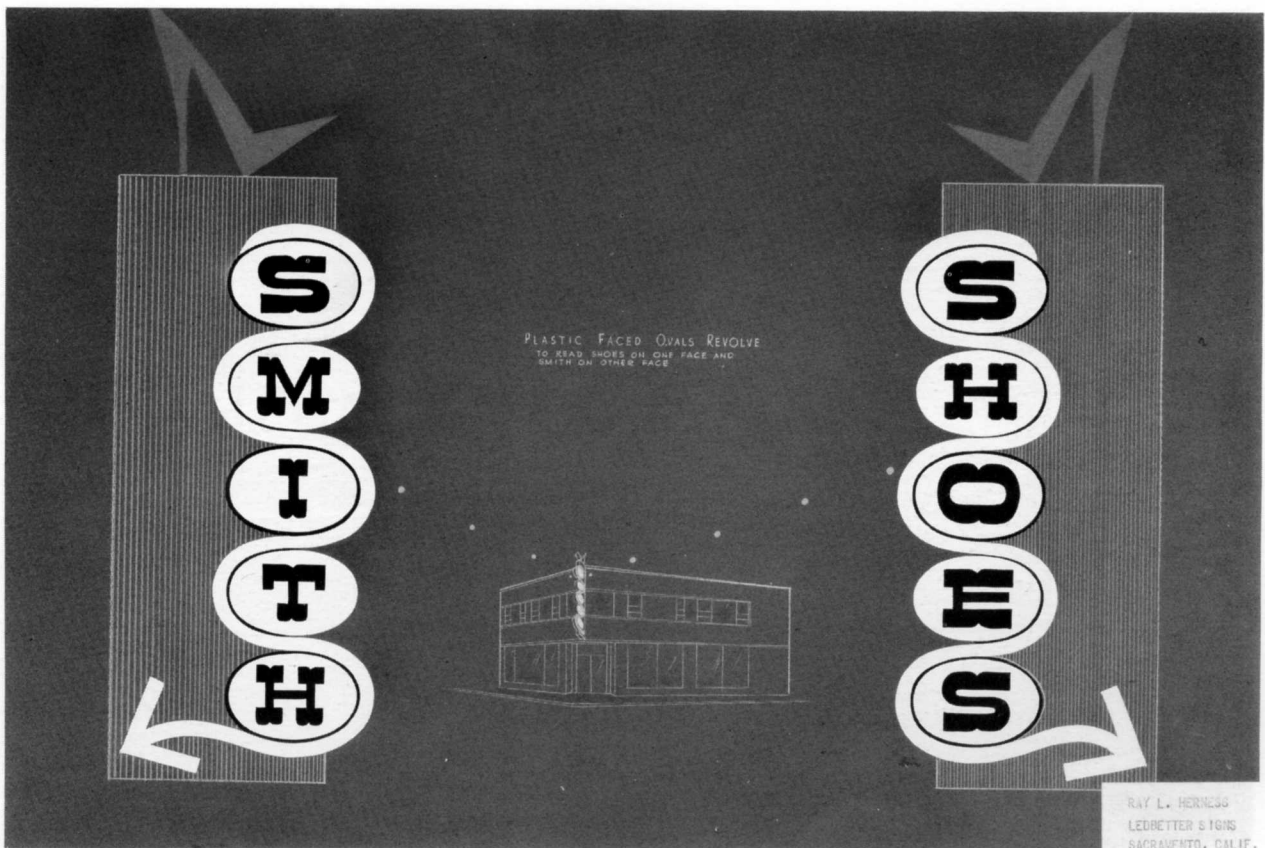
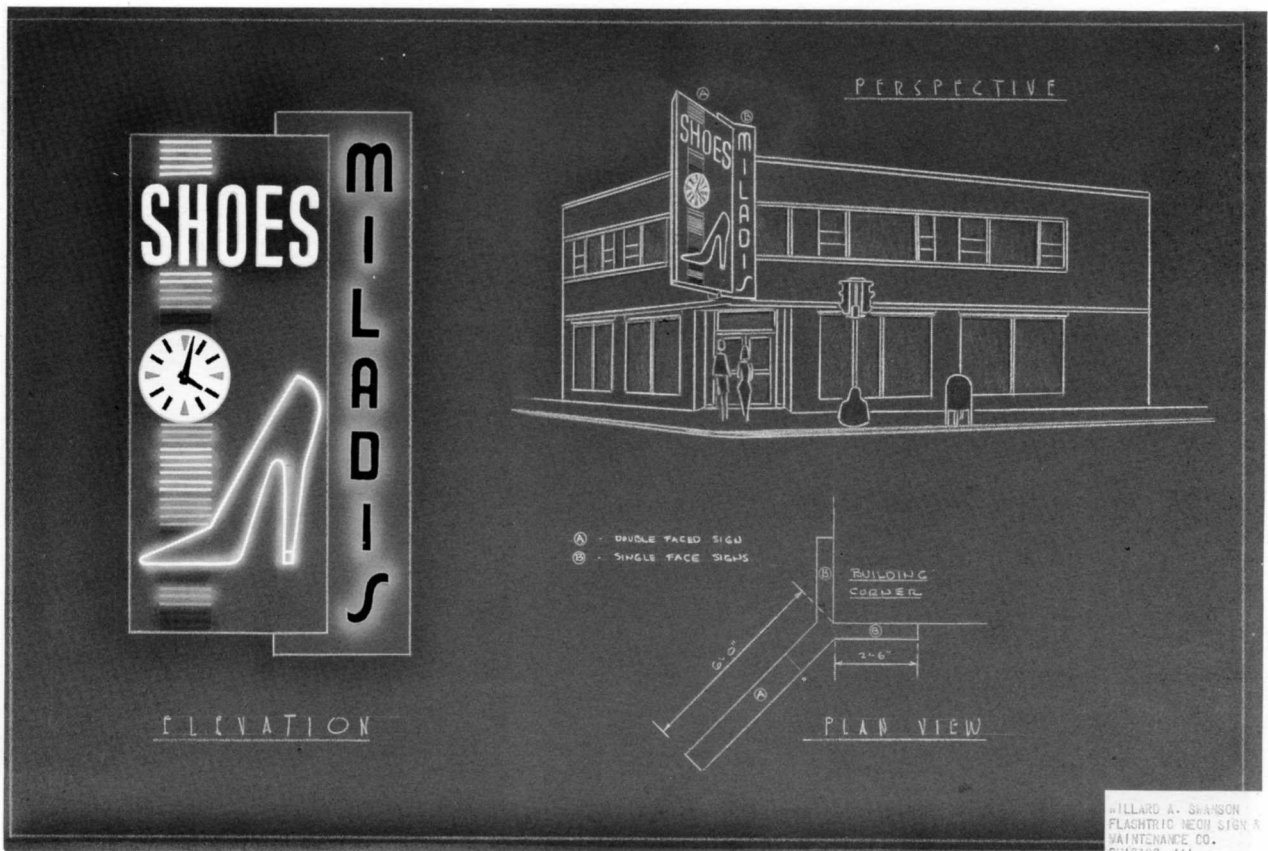


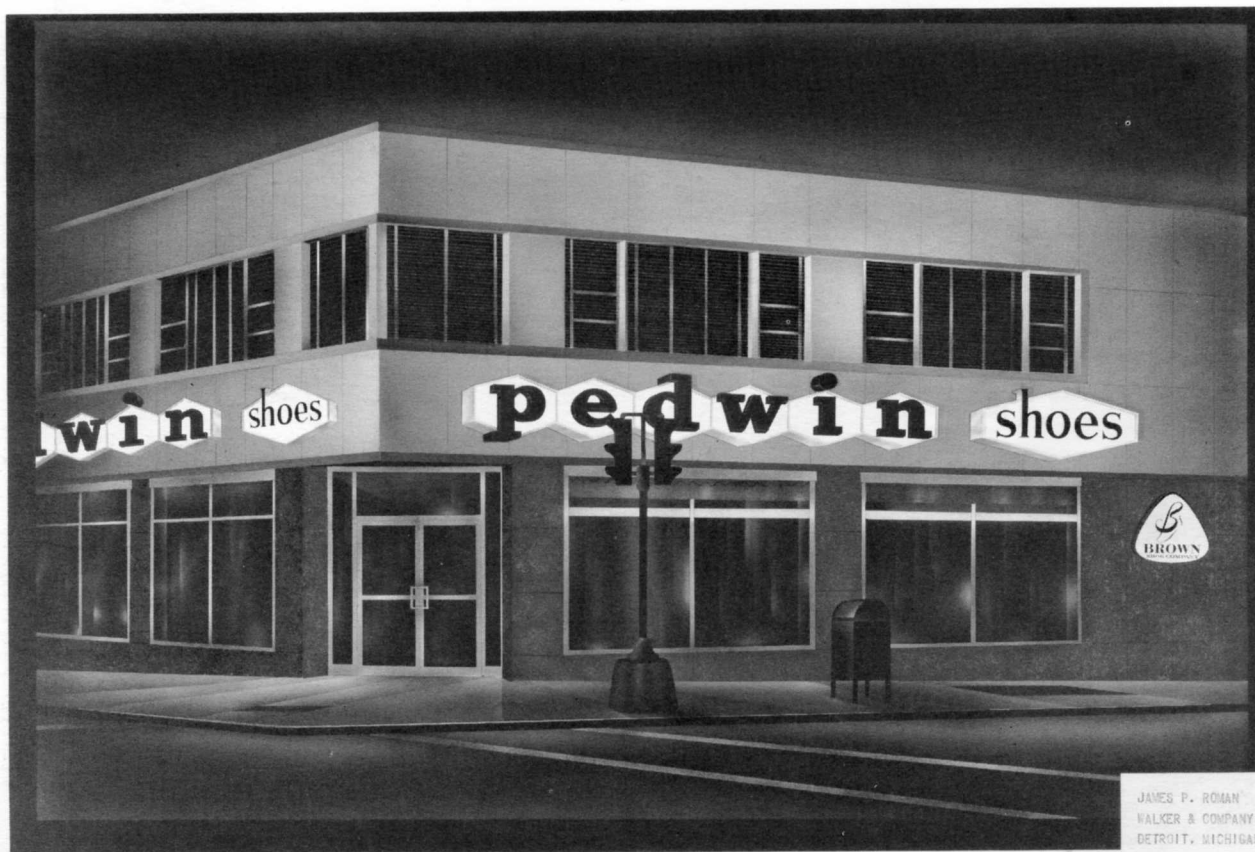
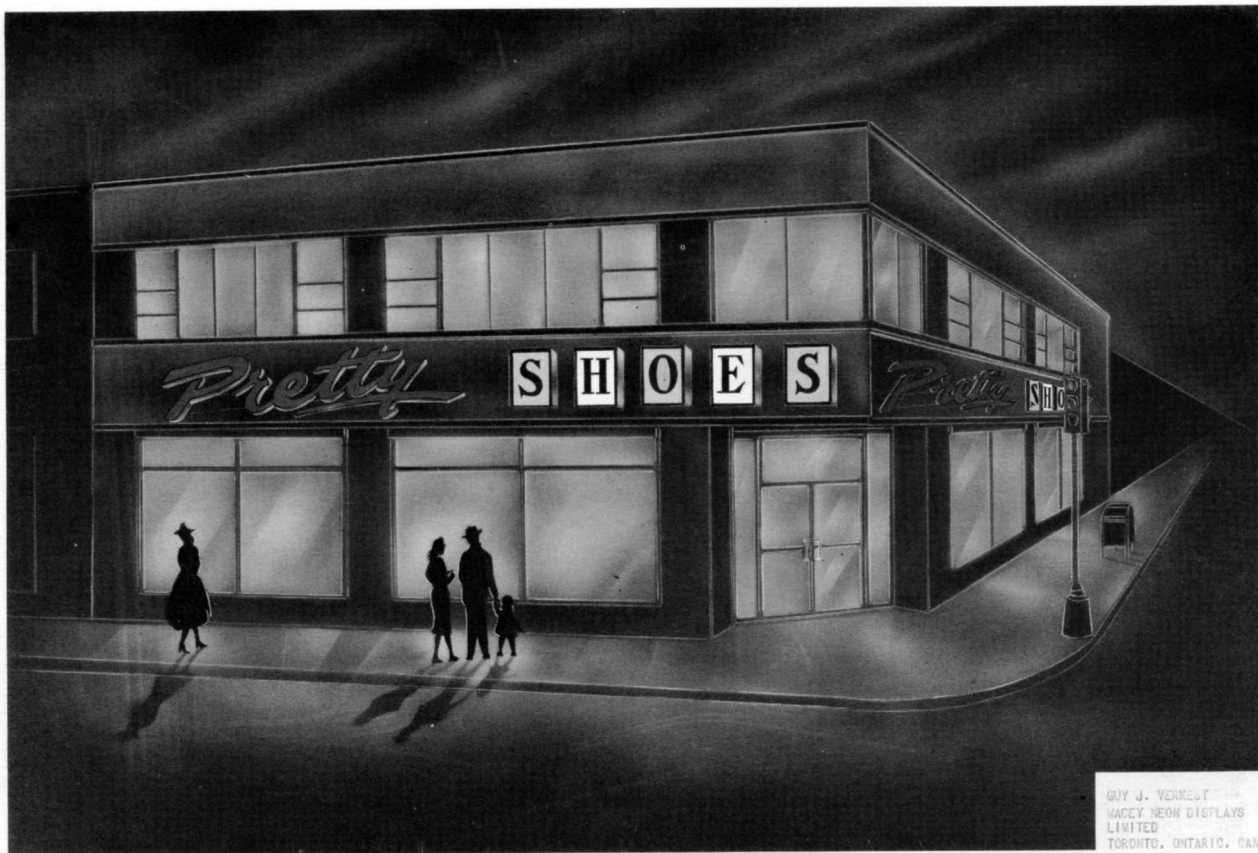
WARREN HUDSON  
TUBE ART DISPLAYS INC.  
SEATTLE, WASH.



VINCENT H. LARA  
KERN ADVERTISING CO.  
SPRING CITY, IOWA

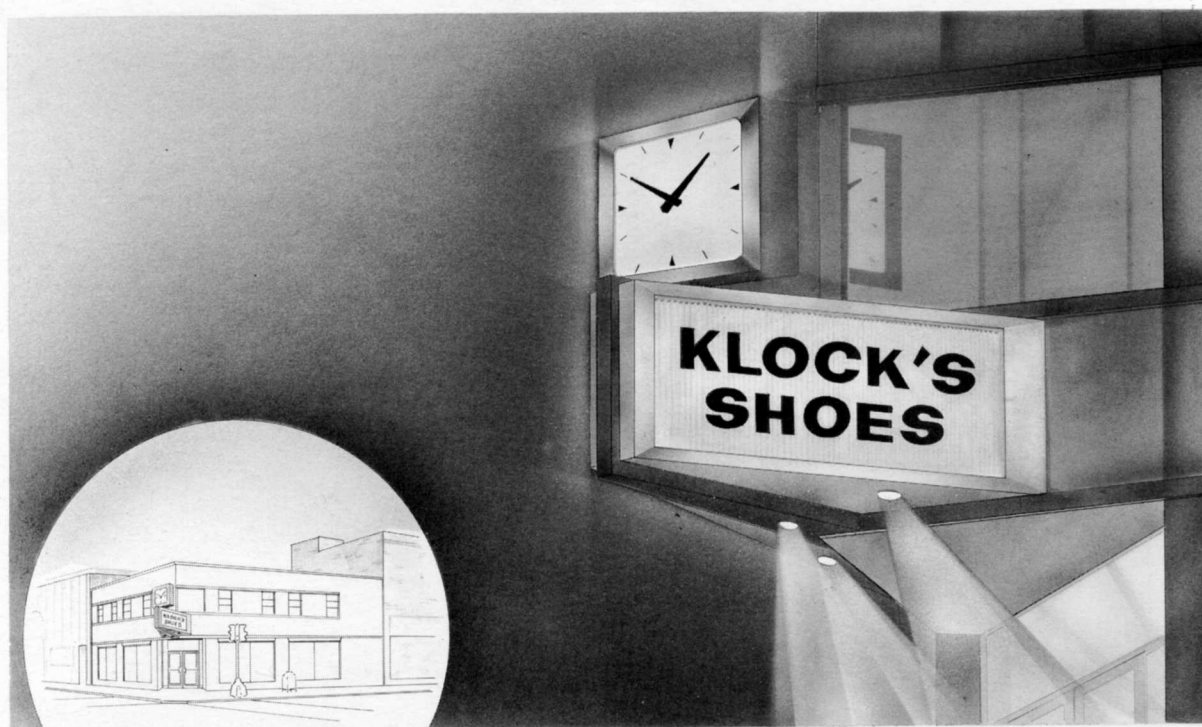
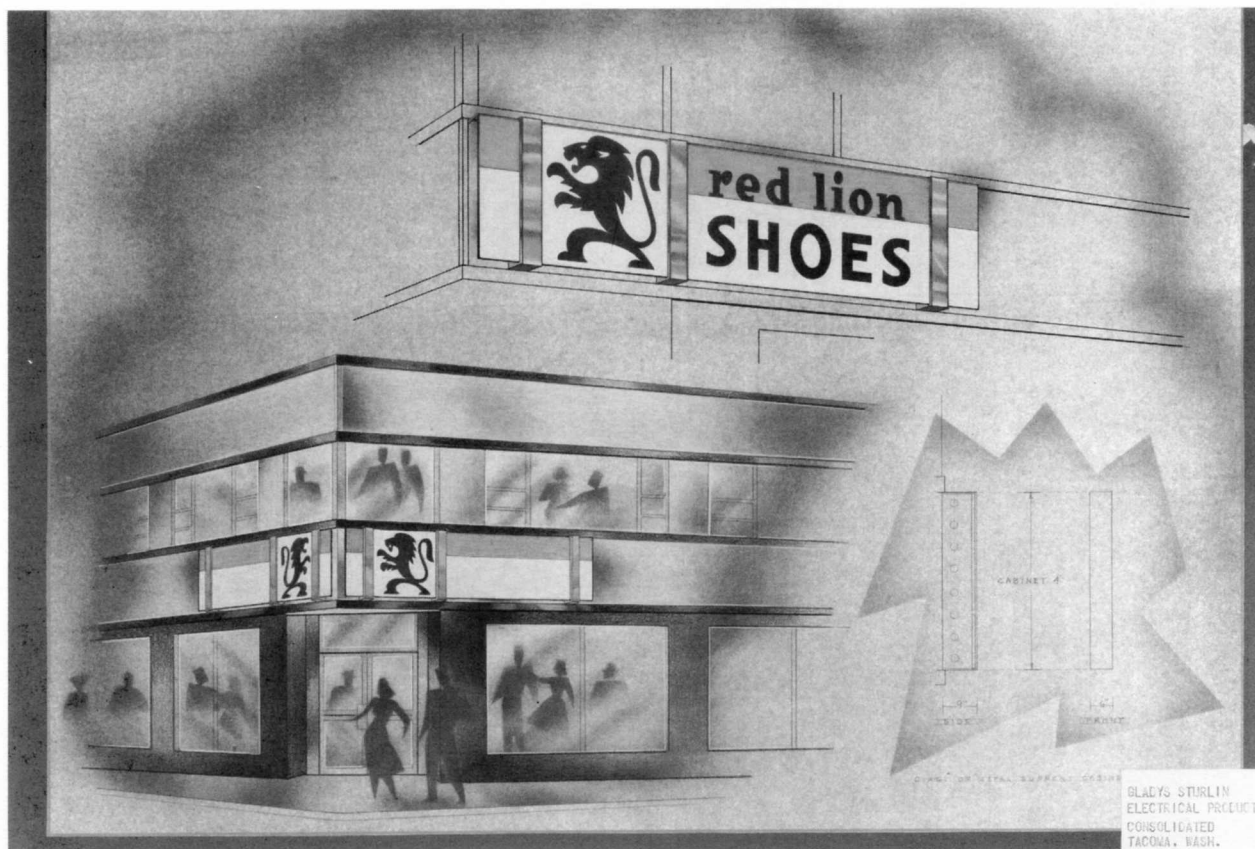


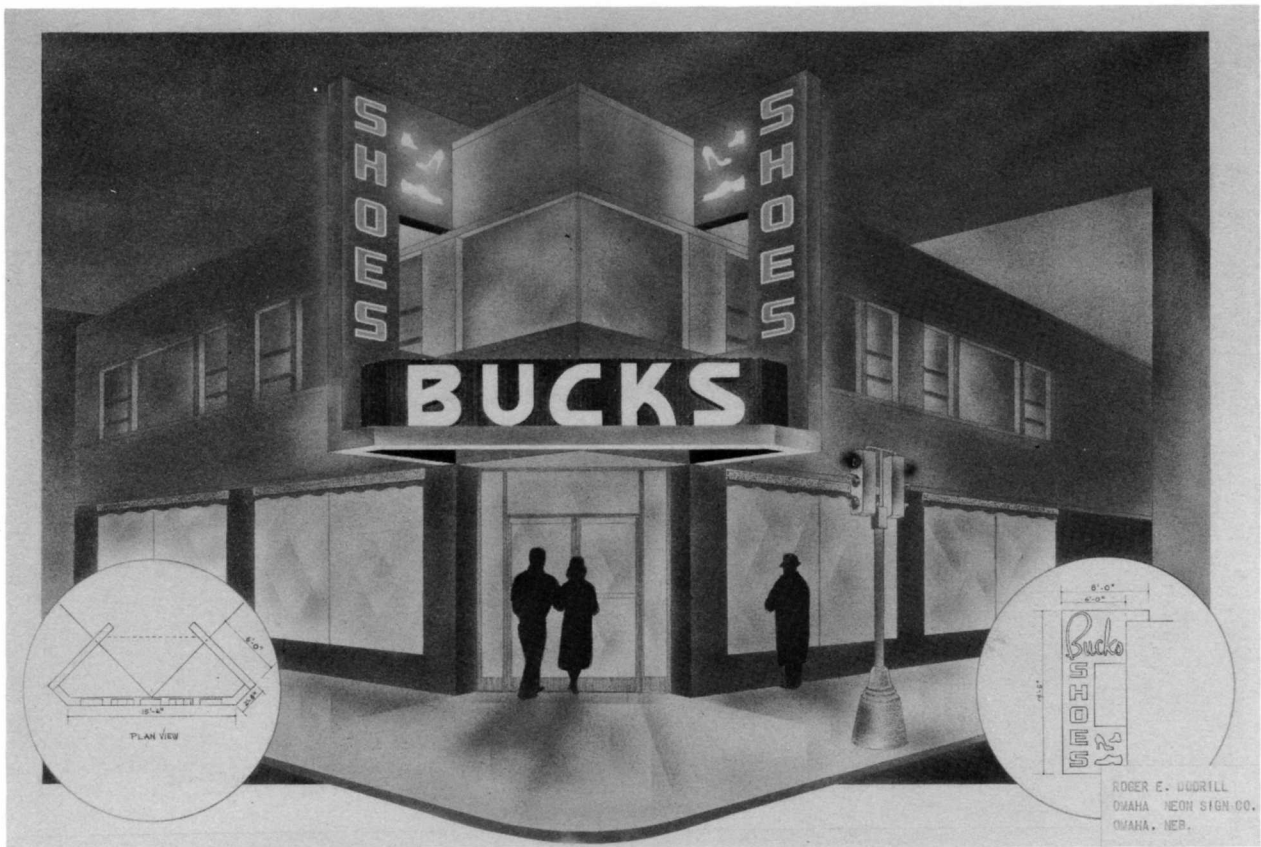






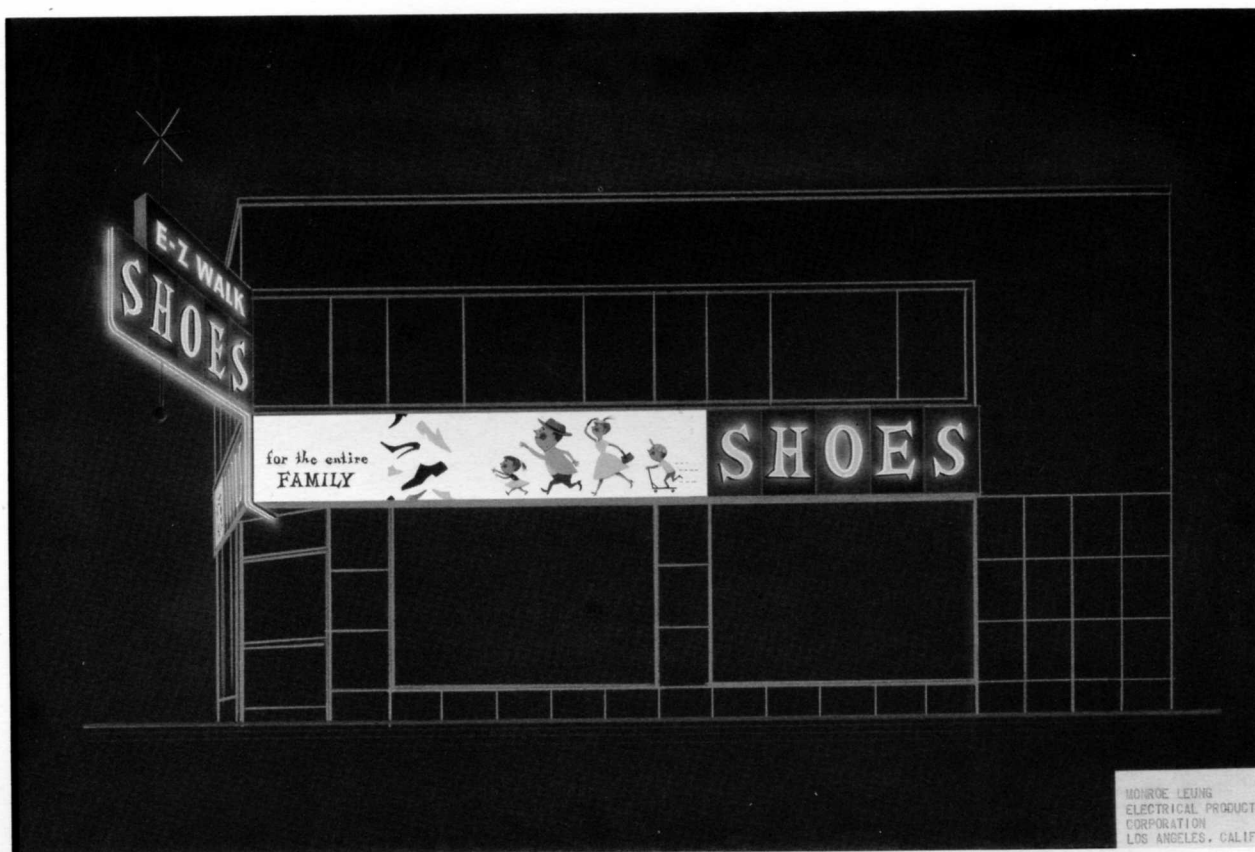


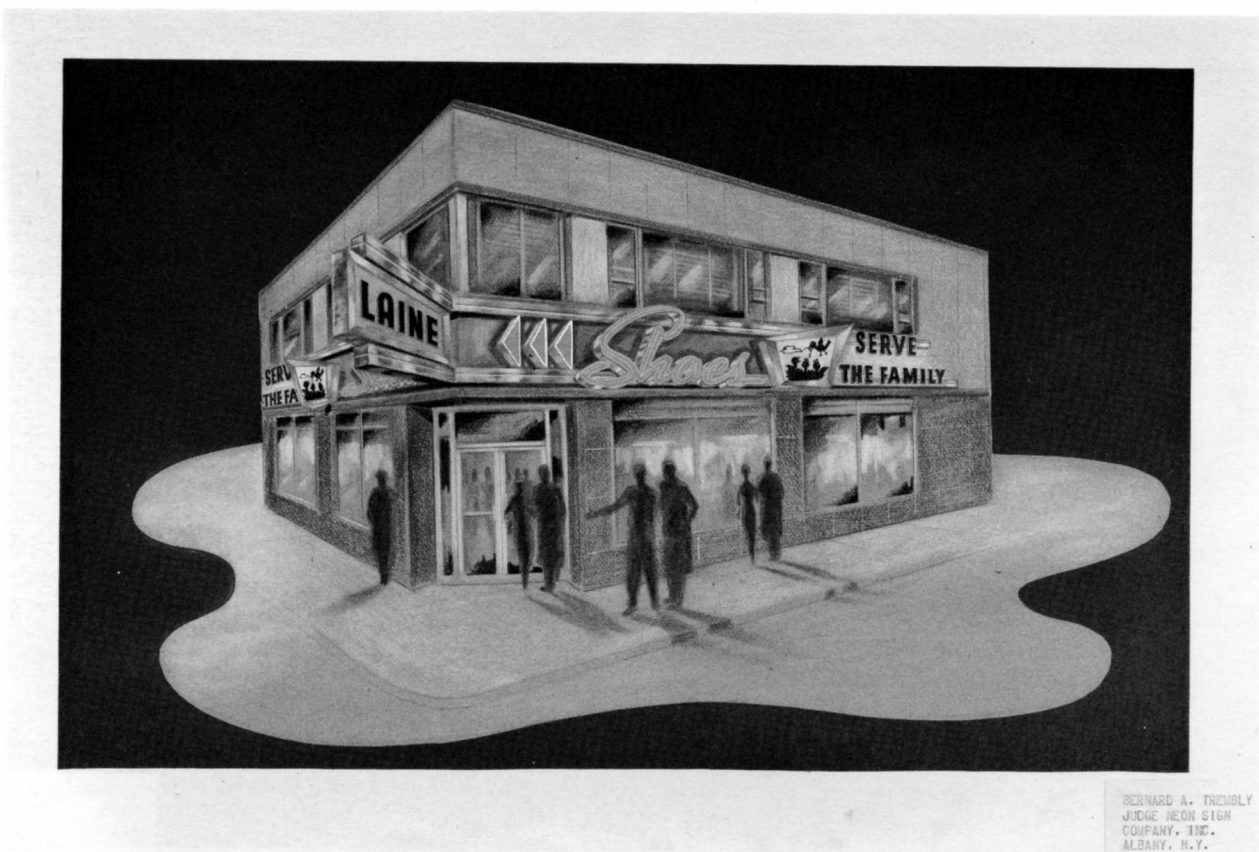
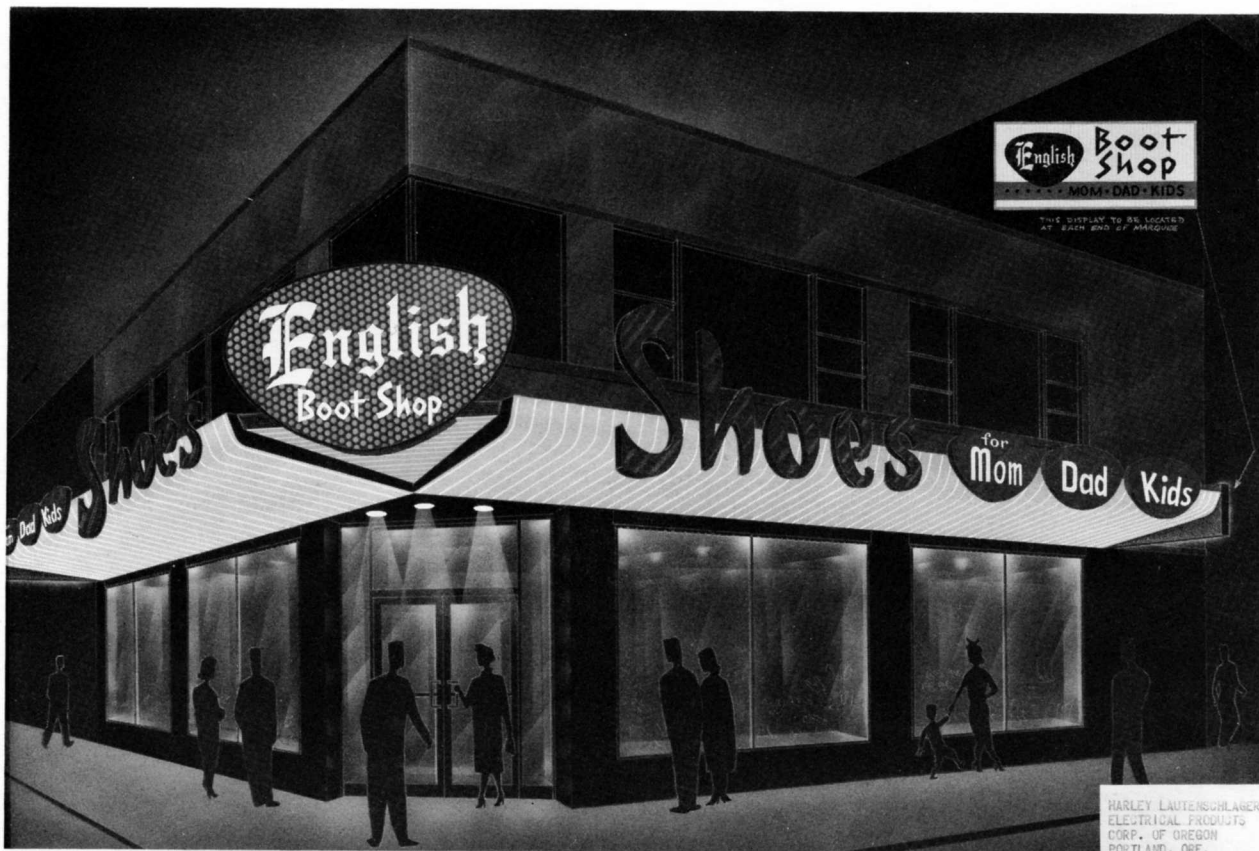


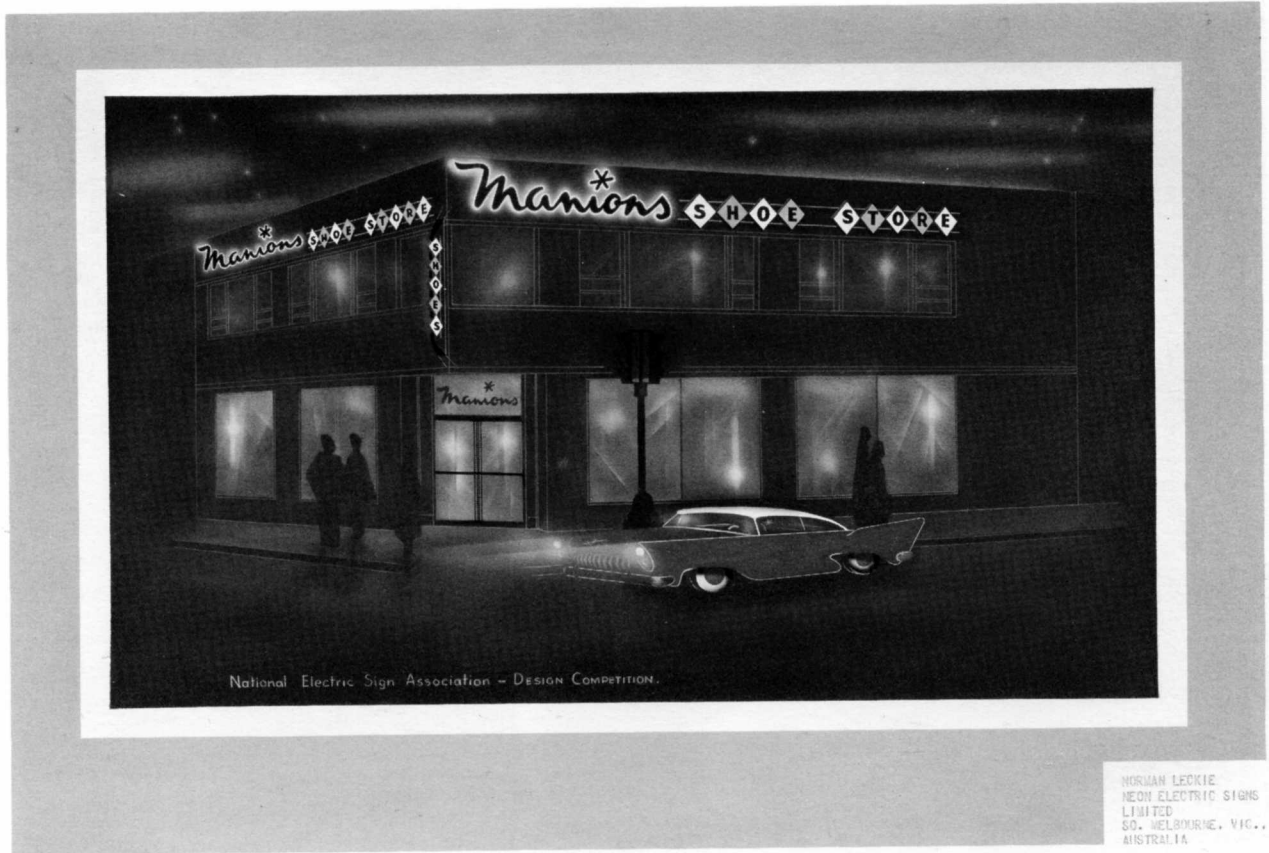




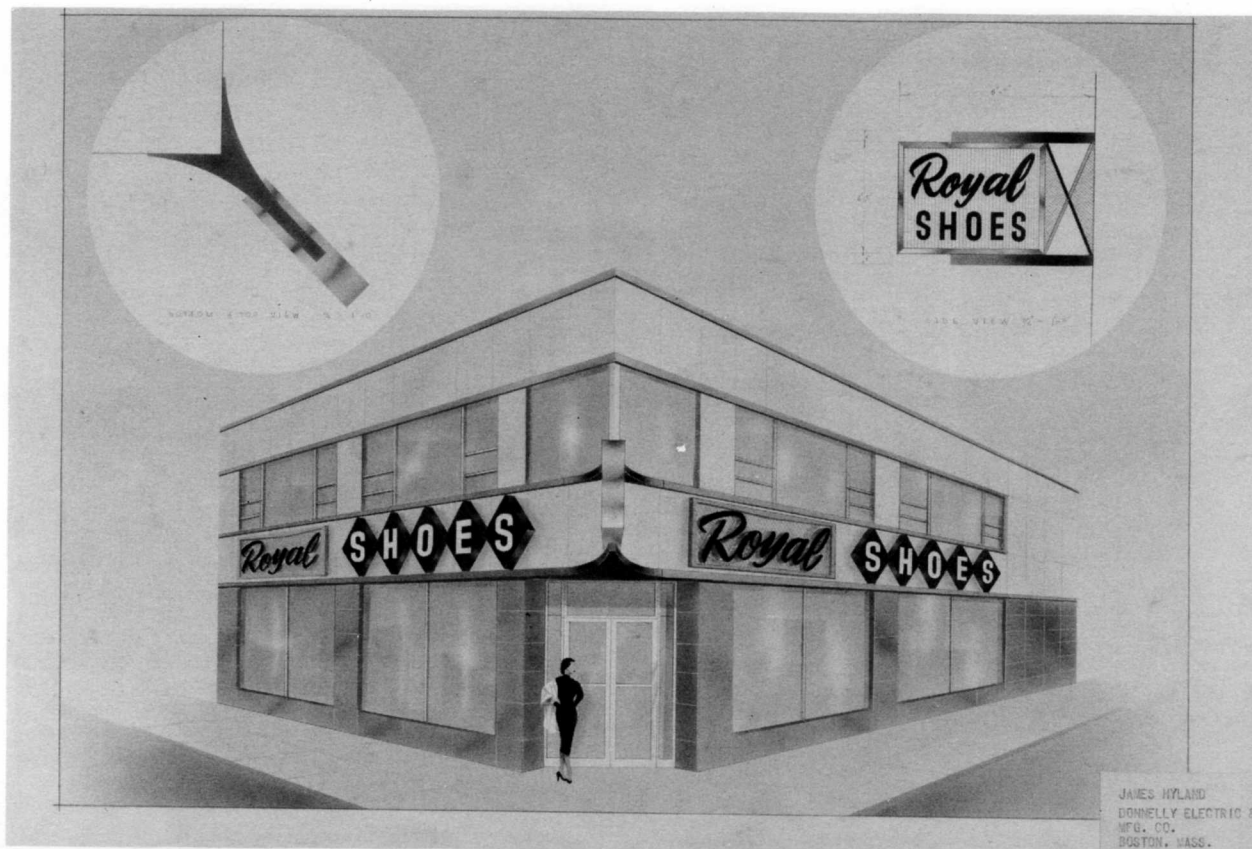
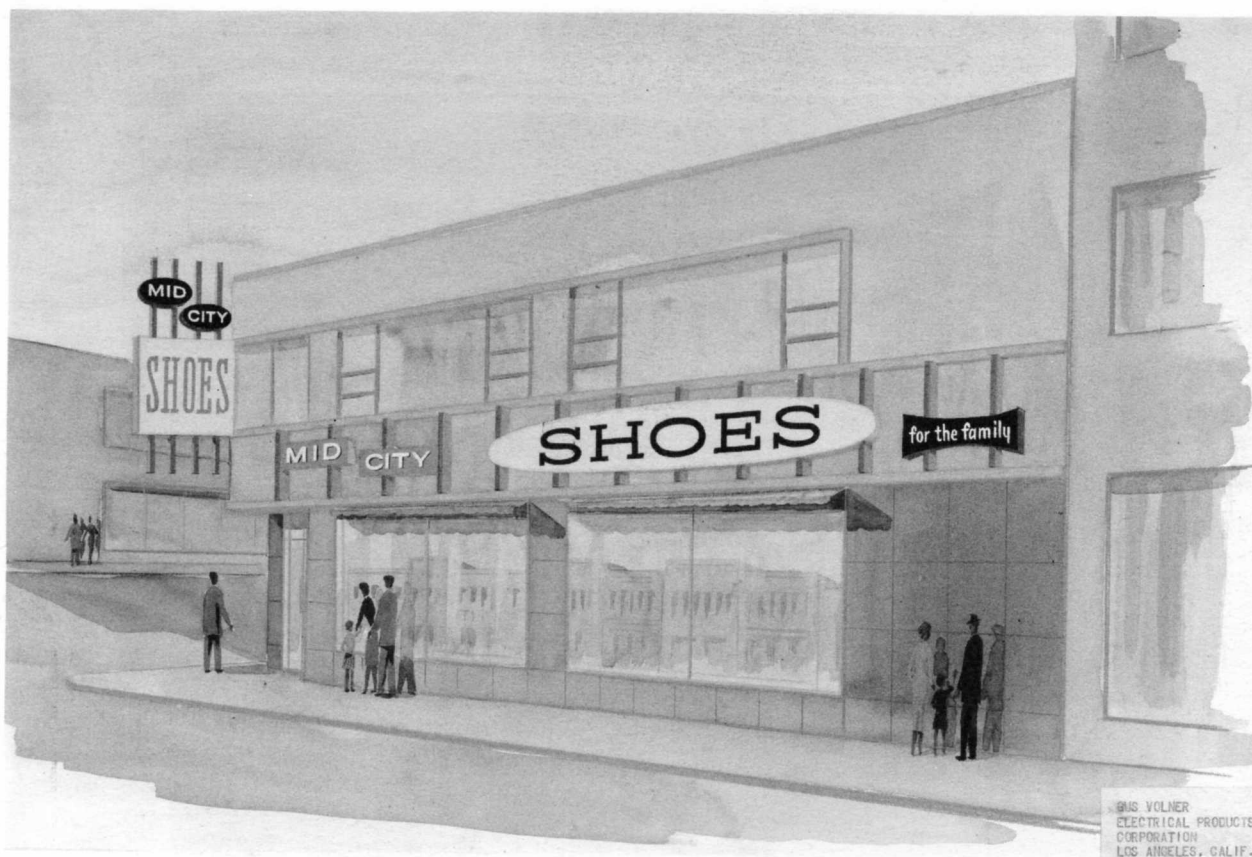


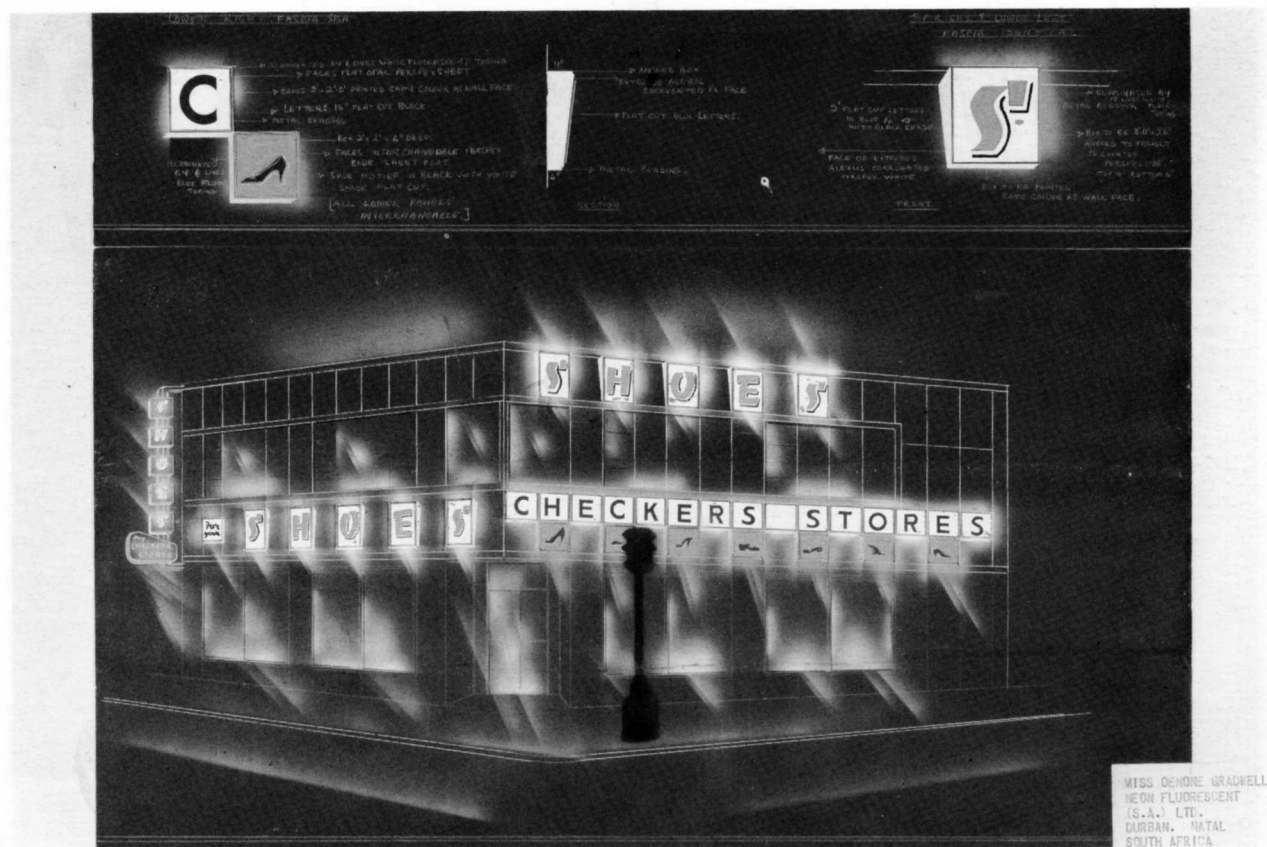
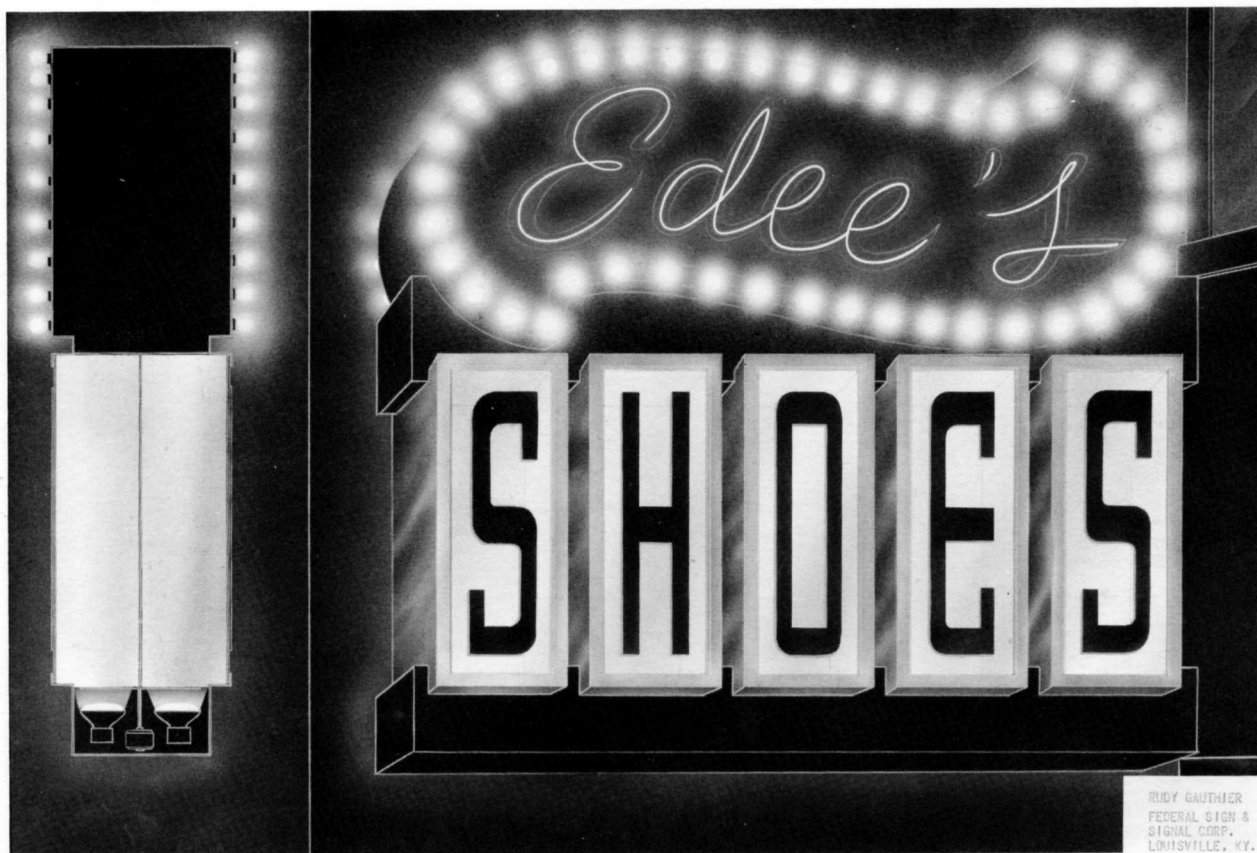


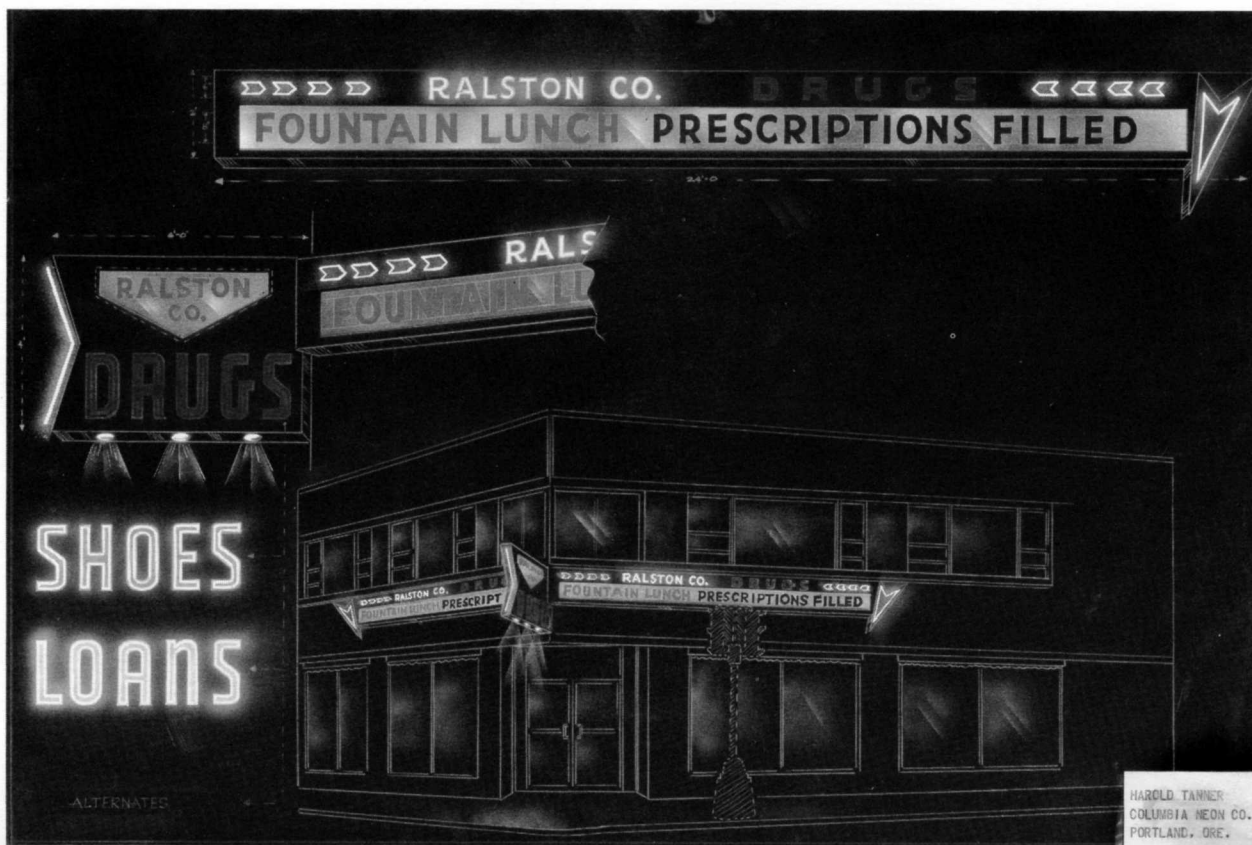
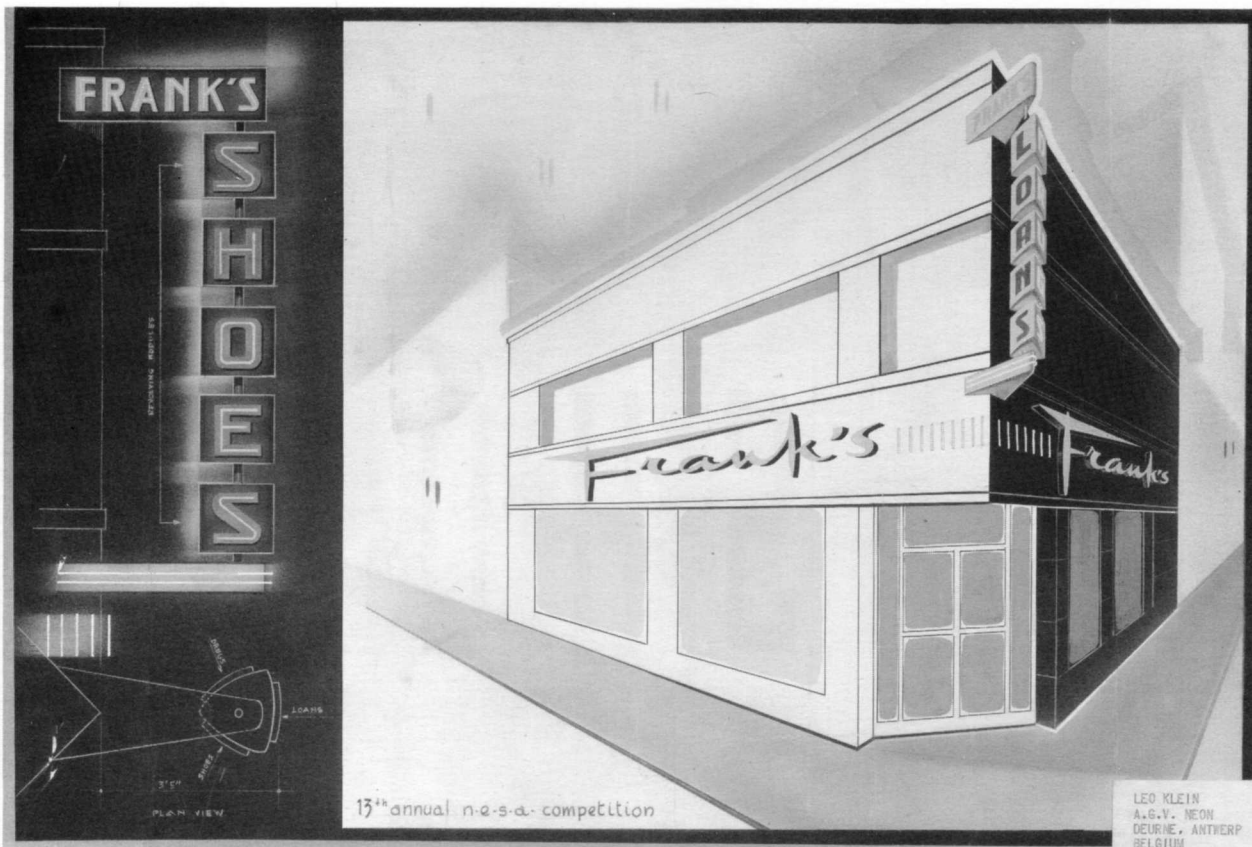




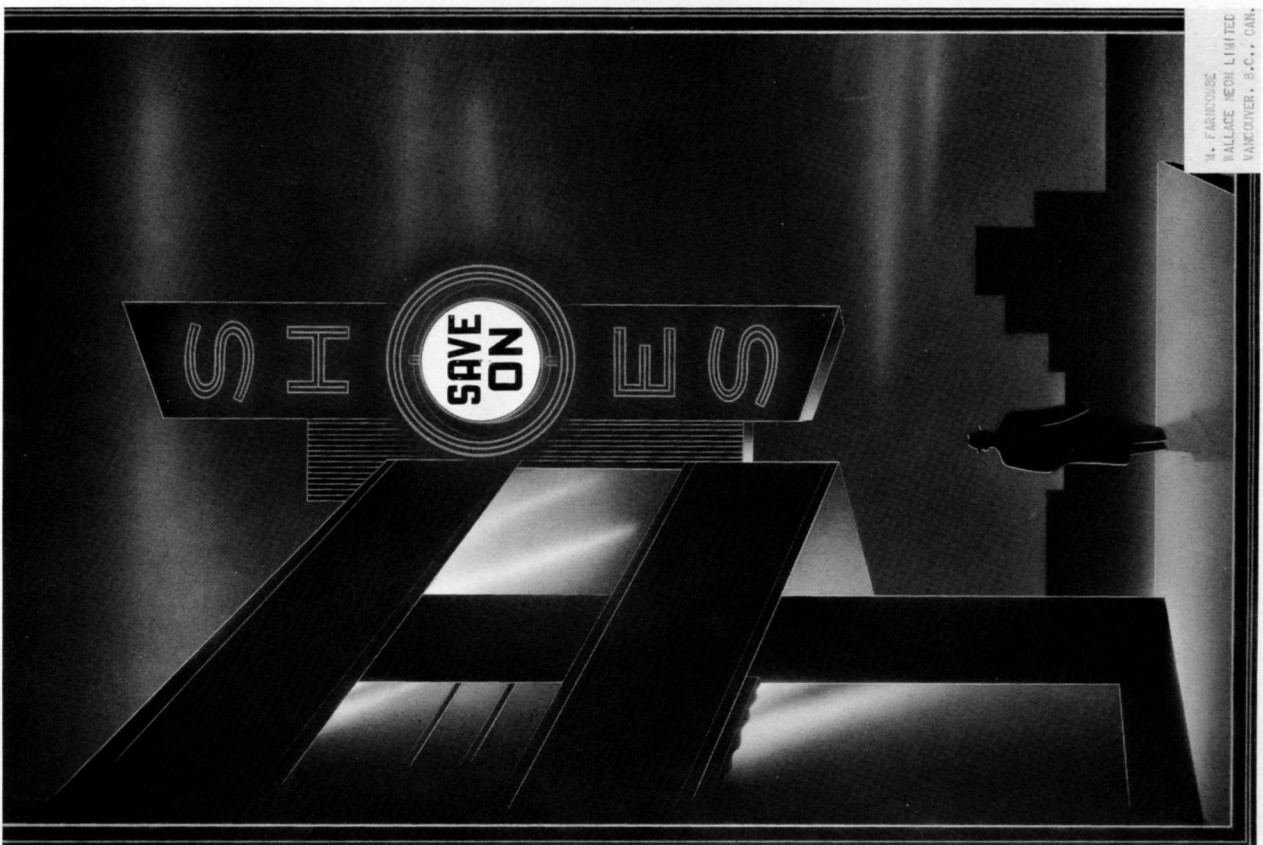
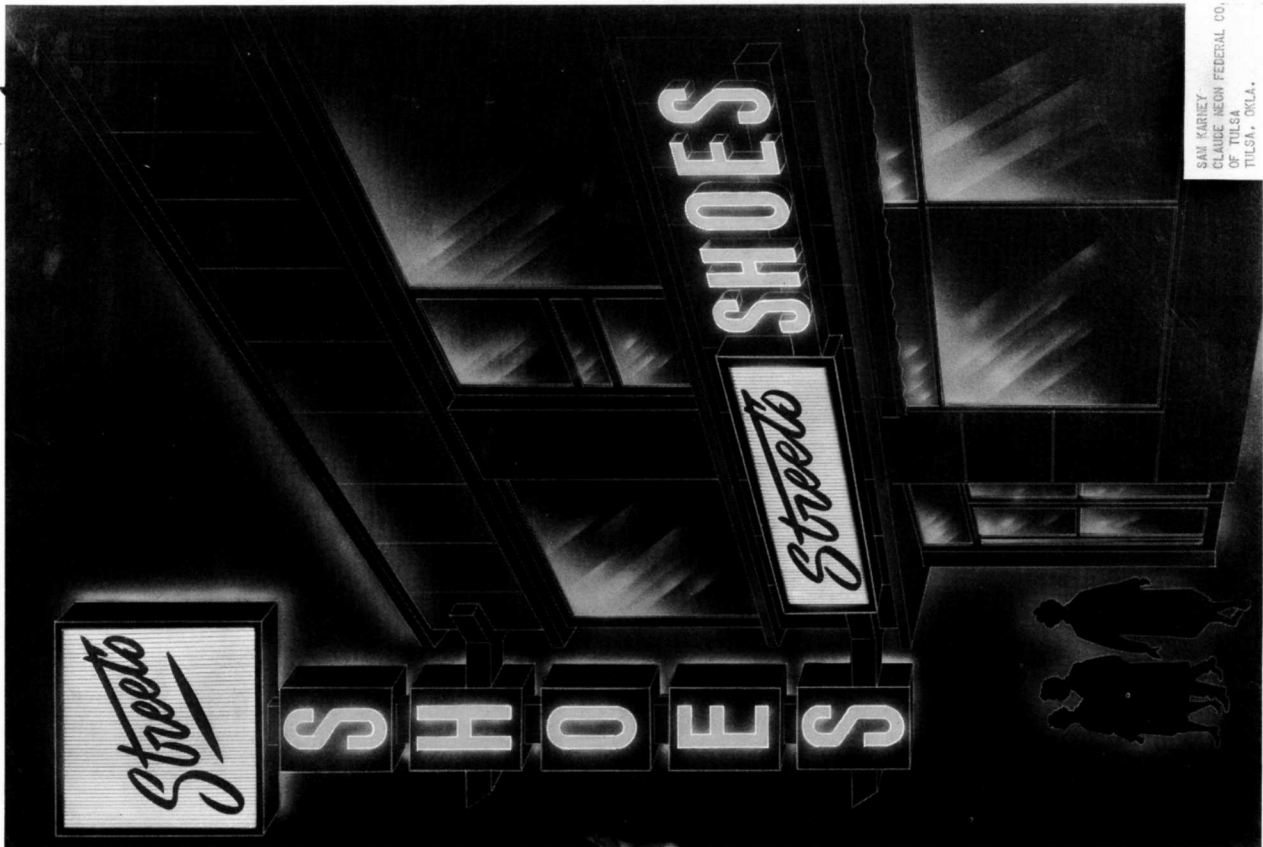


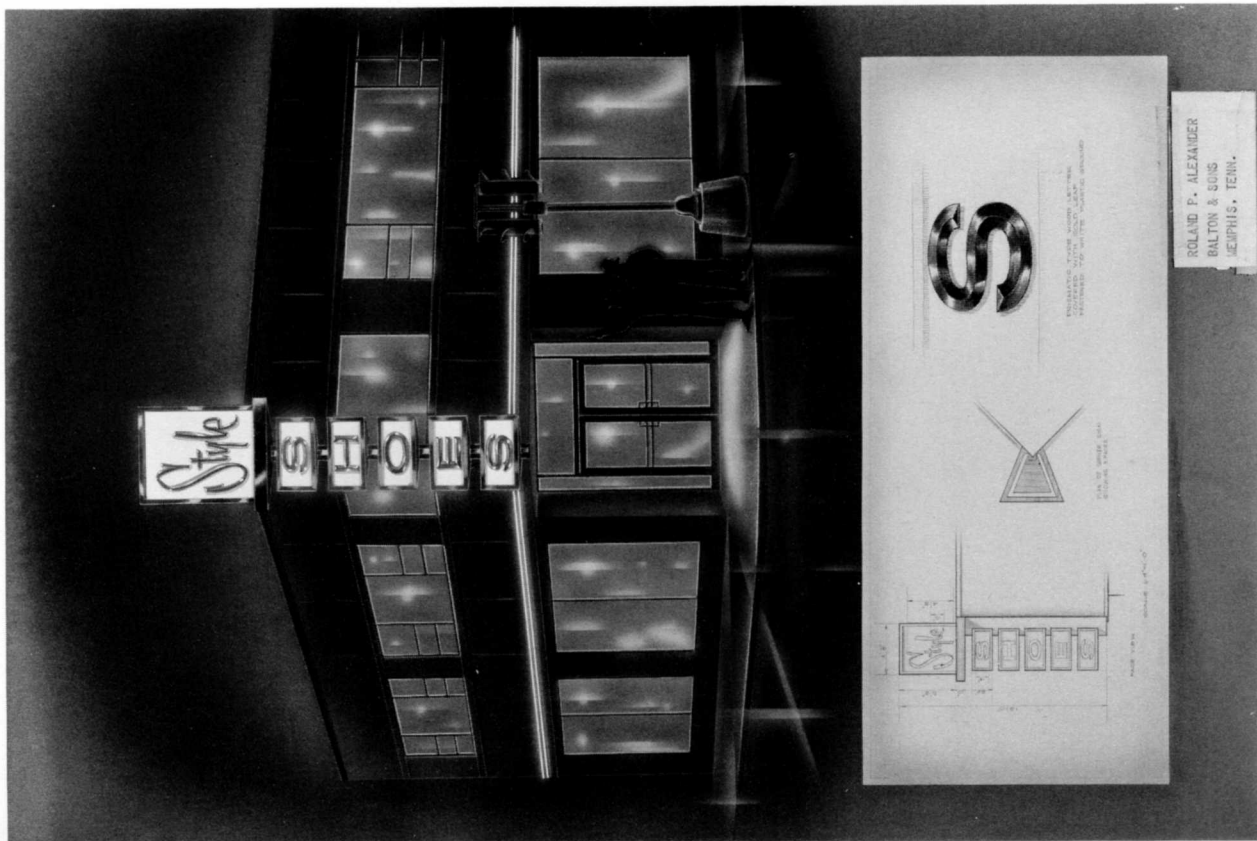
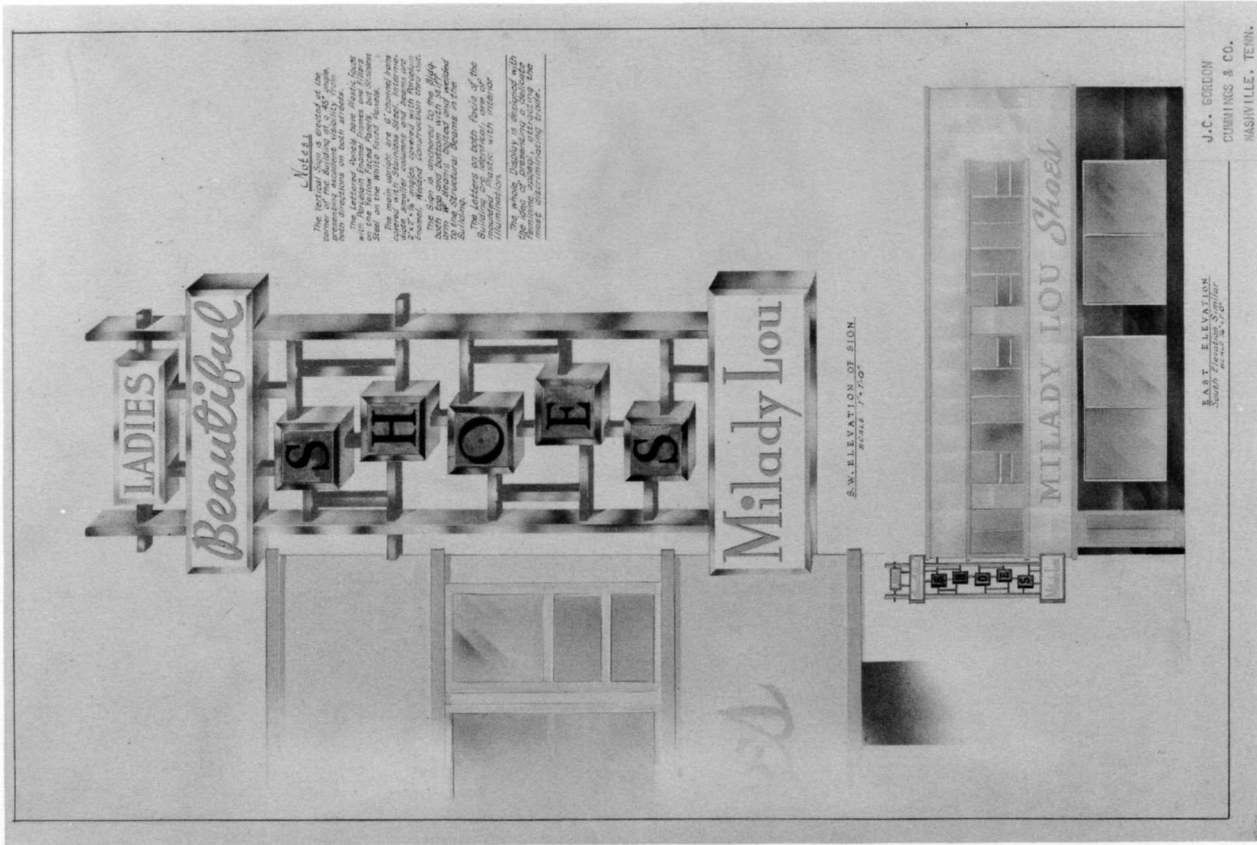






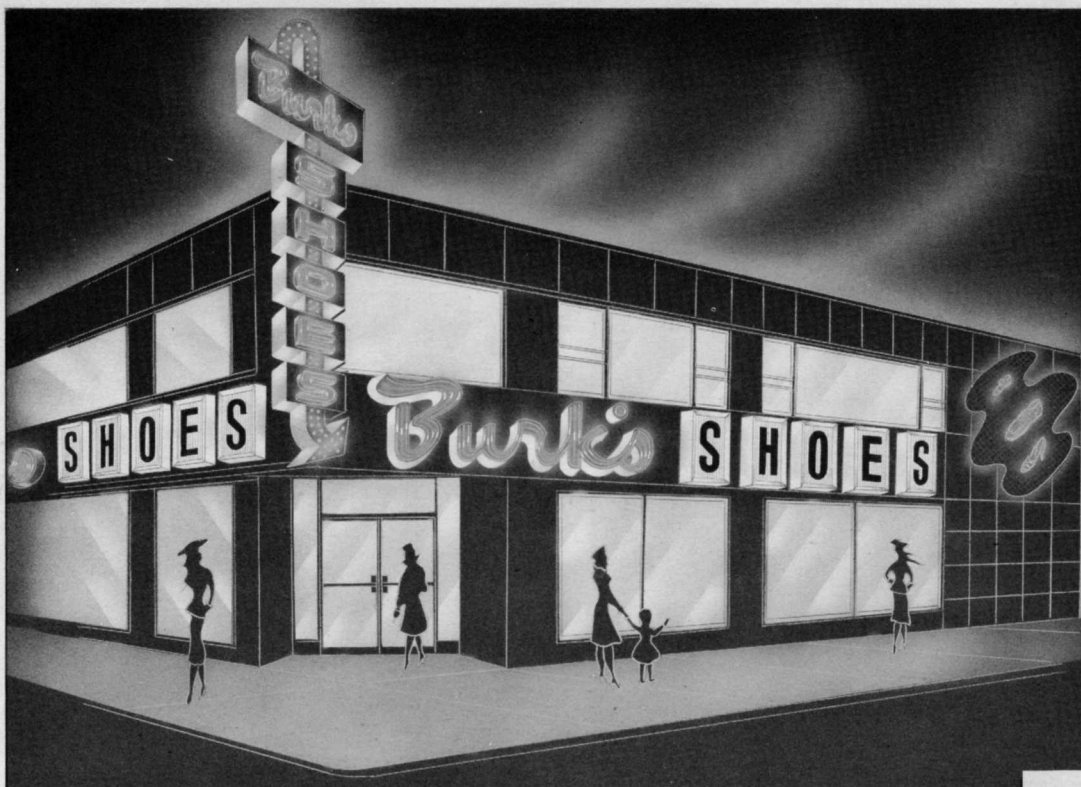




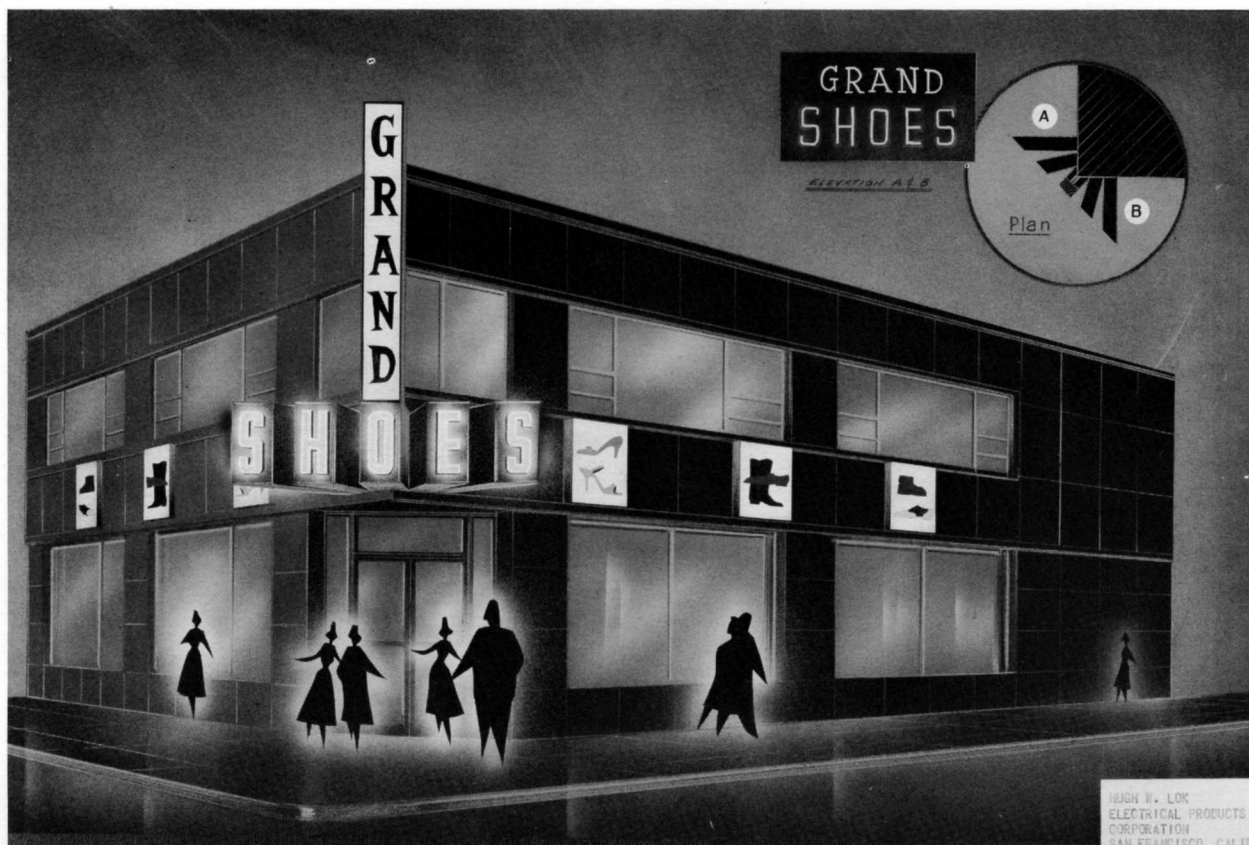




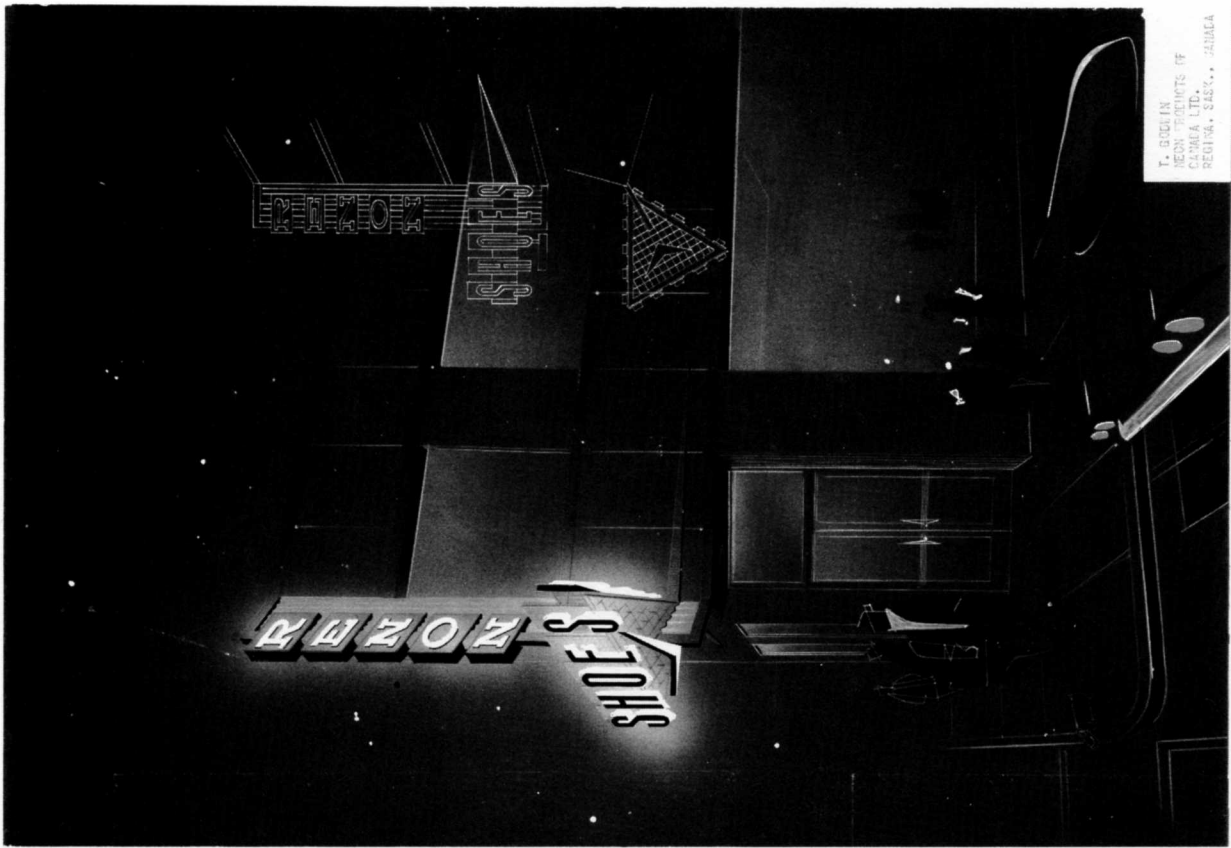




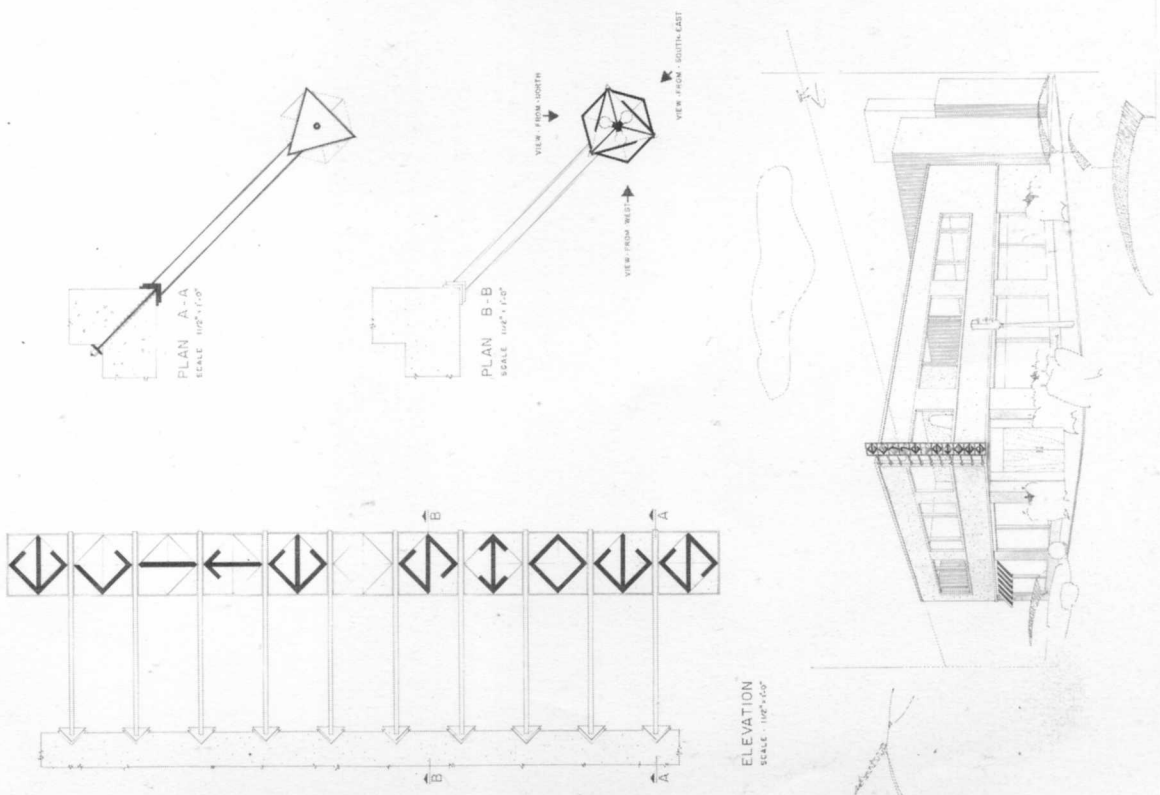
BRUNO TRAKNIS  
BEACON SIGN CO., INC.  
JAMAICA PLAIN, MASS.



HUGH W. LOK  
ELECTRICAL PRODUCTS  
CORPORATION  
SAN FRANCISCO, CALIF.



T. GELIN  
MED. TENTS OF  
CAMPA LTD.  
REGINA, SASZ., ZEMBA



JOHN H. BURRIS  
435 ENGLE STREET  
ELECTRIC SIGN DESIGN COMPETITION ENGLEWOOD, N.J.

ELEVATION  
SCALE 1/8"=1'-0"